

# CHEMIST & DRUGGIST

the newsweekly for pharmacy

March 30, 1991

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**PSNC propose  
choice over  
new roles**

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**Numark unveil new  
retailing concept**

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**Appelbe recalls  
career in law  
enforcement**

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**Building Europe's  
first eco-factory**

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**Unichem in  
franchise talks:  
profits up 25pc**

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**Gillette ordered to  
sell interests  
in Wilkinson**

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nelsons  
HOMOEOPATHIC  
HAYFEVER TABLETS  
MARGIN 40%  
1990 SALES UP 25%  
STOCK IT  
AND SEE





# CHEMIST & DRUGGIST

INCORPORATING  
RETAIL CHEMIST  
& PHARMACY UPDATE

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# COMMENT

An indication that a company is coming of age is when it starts flexing its muscles and demanding better terms from its suppliers, confident that its clout in the market place will support the pressure it is applying. Judging by letters received by some manufacturers recently, AAH Pharmacy Concessions has reached this stage (p520). There is nothing new in larger multiples operating what is euphemistically described as a core stock list, where manufacturers pay a premium of one sort or another — retrospective discounts and sufficient margin support in this case — to ensure maximum exposure for their lines, with the threat of delisting if terms are not adequate. However, the AAH move serves to highlight the prominent position the so-called full-line wholesalers occupy in the supply chain. Wholesalers seem to be moving inexorably closer to determining what their tied-in pharmacy customers can order. Independent pharmacists can find little to object to in wholesalers fighting on their behalf for similar terms given, say, to the large grocery multiples, provided part of the benefit can be passed on to them, either as improved margins or lower competitive retail prices. Will AAH's franchisees see anything of the retrospective discounts or

improved margins that the core stock list is intended to generate? Few manufacturers like to admit to having their arm twisted so thus far the "divide and rule" principle has worked reasonably well for wholesalers. However, coming after what some companies have described as "blackmail" by Unichem over trading terms, AAH's announcement has not been well received at all. A number of companies are understood to be actively considering the possibility of supplying retailers direct. While daily deliveries of dispensary lines may be essential, many pharmacists order counter stock weekly, so why not supply carriage free and pass on some of the 15 per cent or so margin currently given to wholesalers, the argument goes. A major problem is debtor control, which wholesalers have got around by offering sizeable prompt settlement discounts. It is a matter of fine judgment how far manufacturers can be pushed before they turn their backs on the major wholesalers. Meanwhile Glaxo have agreed new trading terms with six distributors. All have signed a confidentiality agreement, but it is understood Glaxo may shortly be revealing details, which could precipitate some tough talking on the ethical side with other manufacturers.



# PSNC: professional choice on extended role

The Pharmaceutical Services Negotiating Committee says extended role services should not be provided by all pharmacies in England and Wales. PSNC proposes a professional choice whereby contractors would opt to provide the traditional service or supplement it with paid for extended role services at "centres of pharmacy health care".

In its evidence to the working party on the future of community pharmacy, PSNC says a growing number of pharmacists are providing additional healthcare services such as diagnostic testing. "The efficient

development of these services would benefit from a more planned approach."

PSNC says that while it is keen to extend the role of community pharmacists, it does not see that it would be appropriate or necessary for all pharmacies to offer extended services. Pharmacies opting to provide the extended service would do so through the FHSAs within a nationally agreed structure. (Recommendations 1 and 2).

PSNC is also adding its voice to calls for more POM to P moves, and says that in place of an urgent dispensing service which relies on the goodwill of

individuals, it would be preferable to have a pharmacist standing by on a formal basis to give a 24 hour service. (Recs 4 and 5).

PSNC also sees a role for pharmacists in providing extra pharmaceutical support for stoma and incontinent patients and those on continuing ambulatory peritoneal dialysis and says those who provide such support should be recognised (Rec 6).

The Committee is eager for pharmacists to take a more active role in preventive healthcare, suggesting pharmacy's combination of "convenience and professionalism" offers an ideal setting for opportunistic

cholesterol screening. (Recs 7 and 8). Other health checks identified as pharmacy possibilities include diabetes, lung function and blood pressure tests.

PSNC would also like to see a further contribution from the Government to encourage a health education role. PSNC sees pharmacists conducting health promotion clinics on subjects such as smoking, alcohol, diet and AIDS. (Recs 9 and 10).

On the domiciliary side, PSNC wants to see development of the oxygen service and an extension of the residential home service to other types of housing. In the patients' own homes, the Committee suggests patients and carers could benefit from extra pharmaceutical input when complex drug regimes are involved (Recs 11 and 13).

In its 35 pages of evidence, PSNC considers the role of the pharmacist as part of the primary healthcare team, suggesting there should be greater professional discretion to amend prescriptions by endorsement (Rec 14).

PSNC suggests pharmacists have an enormous contribution to make in developing and realising the PACT philosophy and formularies, singling out advice on generic use, first choice drugs and expensive drugs which may be justified in certain conditions. (Recs 16 and 17).

PSNC concludes its evidence with a word on training. "If FHSAs intend to remunerate community pharmacists for additional functions, a certain level of achievement will be expected." PSNC says training packages similar to those for patient medication records and residential homes could be prepared for pharmacists wishing to run health promotion clinics, or making domiciliary visits to patients, for example. (Rec 18).



## VAT changes

A VAT conversion table, giving all price points between £0.01 and £10, is included with this week's issue as a separate A4 insert.

The Price List Supplement this week contains changes to the April List that will shortly be published. The first section contains price changes and new products (calculated VAT prices are marked "C" and new manufacturer prices with the appropriate VAT rate symbol). The usual cumulative section (now headed "price adjustments") is not cumulative for the time being, so Supplements should be retained until further notice. The price adjustments section includes only new VAT rate inclusive prices supplied by manufacturers.

## Drug budgets go ahead

The GP indicative prescribing scheme is going ahead as planned when the NHS reforms come into effect on April 1.

Regulations published last week make provision for the calculation of the basic price of drugs, medicines and listed appliances to enable family health services authorities to specify indicative amounts for doctors' practices. The NHS (Indicative Amounts) Regulations 1991 (SI No556; HMSO, £0.60) specifies that the basic price is that listed in the Drug Tariff or, where the medicine is not listed in the Tariff, the manufacturer's list price on the date the medicine is prescribed.

April 1 is also the date on which district health authorities

take on explicit responsibilities for the health of their residents by assessing health needs and deciding how best they can be met. Just over 300 GP practices become fund-holding practices, with financial backing to purchase certain hospital services directly for their patients, and 57 first-wave NHS Trusts become operational. "Getting to this point has involved a phenomenal amount of work by NHS staff," said Health Secretary William Waldegrave at a Press conference on Tuesday, when he thanked all NHS employees for their efforts.

Regulations increasing prescription charges from £3.05 to £3.40 per item from April 1 have now been published (SI No579; HMSO, £1).

## Safeway open number 50

This Thursday, Professor Geoff Booth of Bradford University opens Safeway's 50th in-store pharmacy at Haydon Wick in Swindon.

The new pharmacy will serve not only Safeway customers, but also patients attending the new surgery next door, due to open in the Summer.

"The opening of our 50th pharmacy marks a significant milestone in Safeway's policy of offering pharmaceutical services as a normal part of shopping," says company superintendent Julian Ashley. "It also reinforces our position as the seventh largest chemist multiple in the UK."



## PSNC recommendations

1. Contractual arrangements should be made to enable and remunerate pharmacists wishing to provide specialised service orientated roles.
2. To provide proper follow-up of patients following consultation on ailments and diagnostic testing, a formal referral system with appropriate referral note should be introduced.
3. The dispensing of prescriptions other than by or under a pharmacist must be minimised to ensure all patients receive the highest level of pharmaceutical care.
4. To enable pharmacists to respond to symptoms more effectively, appropriate medicines should be reclassified from POM to P.
5. A full 24-hour emergency dispensing service should be introduced.
6. Pharmacies providing particular support for high dependence and target patient groups should be recognised.
7. Pharmacies should be included as centres for cholesterol testing and counselling.
8. FHSAs should be encouraged to recommend pharmacies for routine cholesterol and diagnostic tests.
9. The role of the pharmacist in health education should be expanded into counselling on health promotion.
10. The role of the pharmacist involved in managing substance-dependent patients should be extended to provide a counselling and information service to such groups.

11. Pharmacy services should be extended to nursing homes, hospices and sheltered housing along the lines of residential home provision.
12. The pharmacist's experience of oxygen should be developed into an advice, counselling and monitoring service for all aspects of oxygen therapy and related medication.
13. The broadening of the domiciliary role should be pursued to allow pharmacists to visit targeted groups such as those on complex drug regimes and TPN, and the disabled, to give advice to the patient and training to the carer.
14. Pharmacists should be allowed greater professional discretion in interpreting a prescriber's wishes so prescriptions can be amended by endorsement, reducing inconvenience to patients.
15. Pharmacists should be closely involved in further developments in the use of information technology in the processing of prescriptions.
16. The potential contribution pharmacists have to offer in support of PACT should be utilised to improve the safety, rationality and economy of prescribing.
17. The integration of community pharmacists into the primary healthcare team should be aided by involvement in formularies at regional, FHSA and GP level.
18. National pharmacy bodies should, with the Department of Health, encourage postgraduate education, promote training packages for the extended role, and support pharmacy practice research.

## Dispensing repeat scripts tops PGC evidence

There is scope for allowing community pharmacists to dispense certain types of repeat prescriptions on his own initiative, says the Pharmaceutical General Council.

The PGC says its proposal would make pharmacists responsible for monitoring the patient within criteria agreed with the medical practitioner. Clearly defined categories of patient would be eligible for such monitoring, and could include those on long term anti-hypertensives, on epileptic therapy or anticoagulants.

In its evidence to the Department of Health's working party, the PGC says it believes GPs would welcome such involvement as it would relieve them of routine work yet ensure the patient's condition was competently monitored by a trained healthcare professional.

The PGC also suggests there is a role for home care programmes in the UK, with pharmacists extending into the technical aspects of dispensing for cancer treatment, chemotherapy, total parenteral nutrition and terminal care. And it says there are a number of patients for whom

the extension of the patient medication record scheme would be of benefit, including children, people living in residential homes, and those suffering from diabetes, renal or liver problems, or who are known to have past side-effects or sensitivities to medication.

The PGC says the public is becoming aware that health education material is available in pharmacies, but there is "immense scope" for the provision of more. It says their emphasis is on increasing the pharmaceutical care of patients, forging closer links with prescribers and obtaining value for money. "There is no reason why a patient in the community should have a service which may be second best to that which he would expect in hospital," it says.

**The number of women dying** in the UK as a result of pregnancy is falling. A report by the chief medical officers of England, Wales and Northern Ireland says that the mortality rate fell by 18 per cent to 7.6 per 100,000 births in 1985-87. The most frequent causes of death were hypertension and pulmonary embolism.

## FHSA take over of RDC role complete

Regulations coming into effect on April 1 complete arrangements for family health services authorities to consider dispensing applications and take over the functions of the now defunct Rural Dispensing Committee.

They enable FHSAs to take steps to reduce adverse consequences to a doctor or pharmacist following rurality decisions. This could mean postponing arrangements whereby doctors start or stop providing pharmaceutical services for patients. The Regulations also enable an application by a pharmacist for preliminary consent to provide pharmaceutical services to be determined by the FHSA concurrently with an

application to be included in the pharmaceutical list. Procedures are outlined for appeals to the Secretary of State following FHSA decisions on these applications and on rurality decisions.

A new Regulation lays down the procedures for FHSAs to determine whether a substance prescribed by a doctor is a drug forming part of pharmaceutical services.

The NHS (General Medical and Pharmaceutical Services) (Miscellaneous Amendments) Regulations 1991 (81No555 HMSO, 2.20) also adds further substances to the list of drugs which may not be dispensed under the NHS.

## Cholesterol test doubts

The cost and benefits of cholesterol testing and treatment programmes remain uncertain, according to a new report from the Office of Health Economics.

If current treatment guidelines on cholesterol and heart disease were implemented, then nearly one-fifth of Britain's adult population (cholesterol over 6.5mmol/l) would be placed on cholesterol-lowering diets and about 5 per cent (cholesterol over 7.8mmol/l) would receive drug treatment.

However, the report cautions against over-enthusiasm for treatment decisions based only on cholesterol measurement,

because in assessing risk of coronary heart disease other factors must be considered such as whether the patient smokes or has high blood pressure.

The Standing Medical Advisory Committee estimates that a national programme of opportunistic screening of adults aged 40-69 years would cost £271 million a year, that is, £19m on testing those who visit their doctor, £8m on dietary counselling and £241m on medicines. Expressing this in relation to its effect in saving lives from coronary heart disease, the cost would be £3,128 per year of life gained.

## Education in focus

North West Thames Regional Health Authority have launched an investigation into the future needs of the community pharmacy continuing education programme.

Regional course organiser Claire Anderson met with a variety of community pharmacists, representatives of the Society, NPA and PSNC, a GP, a community nurse and the regional pharmacy development manager to discuss a programme. The workshop was facilitated by Viv Thomson, who did a similar job for the New Zealand Pharmaceutical Society last year.

Results will be used to plan a new CE programme targeted at special groups, for example preregistration tutors.

## Clarins taken to court

Pharmacist Venay Shah's proceedings against Clarins have been referred by Master Hodgson to a Judge in Chambers in the High Court.

Mr Shah is claiming specific performance of Clarins agreement and/or damages for breach of the agreement and interest under Section 35A of the Supreme Court Act 1981. Specific performance entails the agreement being enforced as well as damages. He issued proceedings against Clarins on December 12, 1990.

At the hearing on March 11, the Master said that he did not have the authority to grant an order for specific performance of the contract, and that it was a matter for the judge.



## NEWS BRIEFS

The National Pharmaceutical Association has sponsored a new video entitled "Safe use of medicines," produced by Cambridge Health Authority. It highlights the message: "If in any doubt about any aspect of medicine, ask a pharmacist or doctor". The video is suitable for pharmacists providing services to residential homes, for use in training care staff, and is incorporated in a training package available to NPA members. It is also available (price £40.25) from Toni Battison. Tel: 0223 216666.

A Government review of policy and practice across the range of continence services, including continence aids, will be complete by the end of June. The review aims to identify good practice in the organisation and delivery of services and to promote this throughout the country.

Scottish Health Minister Michael Forsyth has announced a £130,000 funding package for community pharmacist-run needle exchange schemes. Scottish Health Department officials are to discuss the scheme with the Pharmaceutical General Council.

Family health services authorities will not be expected to seek financial sponsorship from pharmaceutical companies for locally produced formularies, replied Health Minister Virginia Bottomley to a Parliamentary question last week.

The Pharmaceutical Services Negotiating Committee had nothing to report on pay negotiations following their meeting last week. PSNC chairman David Sharpe says: "Since formally rejecting the Department of Health's 8 per cent pay offer we have had no communication from them".

The latest official AIDS figures for the UK show that up to the end of February there were 4,354 cases in total, of whom 2,493 have died. The comparable figures at the end of January were 4,228 and 2,375. The Human Fertilisation and Embryology Authority published a consultation document last week, containing its proposals for the code of practice. Once the consultation exercise is complete, the Authority will prepare a further draft of the code, which will be subject to approval by the Secretary of State before it is laid before Parliament.

Novo Nordisk have launched a new award scheme aimed at helping children to cope with diabetes. The Super Skills scheme for children aged seven to 14 years, allows them to earn certificates and badges by answering questions about managing diabetes. The areas covered are: insulin management, healthy eating, home monitoring and sport, exercise and travel. It is being run through diabetes clinics. Inquiries to Paul Copp, on 0800 521748.

The evidence that vitamins can increase children's IQ remains tentative, one of the researchers in the Dietary Research Foundation's recent study says in *The Lancet* this week.

American Professor Stephen Schoenthaler says that an increase in IQ seems to be one of the potential benefits of supplementation, but adds: "Until our study is properly replicated, it remains tentative."

He says that other researchers have failed to replicate the DRF's findings for reasons including the types of IQ tests selected, inadequate sample

sizes, and too short a test period.

Professor Schoenthaler points out that eating balanced meals should provide all the vitamins and minerals people need. Otherwise, supplements that do not exceed 100 per cent of the US recommended daily allowances are not known to cause any risks and may prove beneficial.

■ The strong link between a high intake of vegetables and fruit and a lower risk of serious diseases cannot be assumed to be simply the result of the vitamins they

contain, a new WHO report on nutrition and health has found.

The protective effects of these foods may be the result of a combination of factors, including the fact that "healthy" diets are usually low in saturated fats and high in starches and fibre, as well as in several vitamins and minerals, the report stresses.

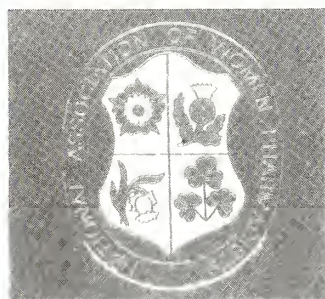
While vitamin supplements can be useful, they may not have the same benefits as eating foods that are rich in them, says a report in *The Independent* this week.

# IQ result is 'tentative'

## The consequence...

Over 300 people die each year as a result of passive smoking other people's cigarettes, according to a new report by 48 medical organisations, including the leading cancer charities, the royal medical colleges and the Department of Health.

The report also suggests that thousands of babies suffer serious chest illness because their parents smoke. It says that passive smoking may also cause chronic middle ear disease in children, as well as aggravate asthma and contribute to the development of heart disease.



The National Association of Women Pharmacists' badge to commemorate the 150th anniversary of the Royal Pharmaceutical Society is now available. It carries the NAWP logo enamelled in colour with gold lettering on a dark blue background, and measures 1.5 by 1.5ins. Badges bought at NAWP events will cost £5, but an introductory offer of £4.50 will be available at the NAWP week-end school, Loughborough on April 5-7. For postal orders send cheques for £5.95 (payable to NAWP) to Cathey Holland, 90 Dene Road, Headington, Oxford OX3 7EG.



The Stirling and Central Scottish Branch held a dinner recently to celebrate the Royal Pharmaceutical Society's sesquicentenary. Past chairmen of the Branch got together for a photograph. They are (left to right) A. Webb, E.F. Forsyth, K.J. Gray, R. Dewar, S.J. Peddie, S. Robb, J.N.D. Gray, and E.M. Liddell

## Care with new beta-2 agonists urged

Suggestions that new long-acting beta-2 agonists (such as salmeterol) may be anti-inflammatory because they inhibit mast-cell degranulation should be viewed cautiously. So says pharmacologist C.P. Page, in *The Lancet* this week.

Dr Page says that these new agents may simply be adding to "the asthma paradox" — that despite the introduction of new drugs to treat asthma, it remains the only "preventable" disease where the morbidity and mortality are still increasing in most parts of the world.

In an hypothesis that seeks to explain this, Dr Page points out that beta-2 agonists have been suspected of contributing to this for a number of years.

Clinical studies have shown that beta-2 agonists in fact exacerbate the disease. It has been suspected that they may be a risk factor for death in asthma, and there is a possibility that they may increase the antigen load to the patient. These should not be ignored, says Dr Page.

He suggests that bronchoconstriction induced by mast cell degranulation is a primitive defence mechanism that prevents antigens entering the lower airways and releases heparin to limit the acute inflammatory response to antigen and to limit the subsequent repair process. Inhibition of this defence system could lead to an increased antigen load.

By inhibiting the release of heparin and related proteoglycans, the regular use of beta-2 agonists may be permitting increased inflammation of the airways, leading in turn to the appearance of excess repair tissue. This may then be responsible for a persistent airway hyper-responsiveness that may prove resistant to therapy.

The current approach of treating symptoms early on in the disease may be accelerating the disease process. It could be allowing a self-limiting disease to become a chronic one with an irreversible component, Dr Page concludes.



## Vet drug fees up

Animal medicine licence fees are to go up on April 3. Major product licence applications will be £12,600, complex applications £7,350, standard £3,150 and simple £1,050.

Fees for manufacturers' and wholesaler dealers' licences, animal test certificates and export certificates are also increased under the Medicines (Fees Relating to Medicinal Products for Animal Use) Regulations 1991 (SI No632; HMSO, £3.40). A fee is introduced for the grant or variation of an animal test (confirmation of exemption) certificate and for the grant, variation or renewal of a product licence solely relating to emergency vaccines.

Statutory fees for testing biological medicinal products are deleted; instead there will be a fee for quality control inspection.

## JIC rate delay goes on

There is still no agreement between employers and trade unions on minimum rates of pay for pharmacy assistants and pharmacist managers for 1991-92.

The Joint Industrial Council for Retail Pharmacy (England and Wales) was due to meet on Monday, but both sides agreed to a postponement.

## Monoclonal antibody approved

Centocor Inc have been given approval by the EC's Committee for Proprietary Medicinal Products to market their human monoclonal antibody product Centoxin. It will be the first such product to be made available to physicians.

Centoxin is recommended for use in the treatment of patients with sepsis shock and a presumptive diagnosis of Gram-negative bacteraemia, especially those with septic shock. Therapy is given in hospital, along with the appropriate antibiotics and supportive therapy.

Approval by individual European countries is expected to be granted over the next few months.

# TOPICAL REFLECTIONS

by Xrayser

## Budget bonus

Budget 1991 will be universally remembered for a 2.5 per cent rise in VAT and a frantic few days in April trying to re-price the whole shop. However, hidden in the small print was a highly significant concession, with the announcement that the qualifying age for capital gains tax retirement relief has been reduced from 60 to 55, with the first £150,000 being exempt together with half of the next £450,000. At a stroke the Chancellor has

enabled many proprietor pharmacists with small businesses to realise the equity within their business and retire at an age when they can look forward to many years of well earned relaxation. Not everyone's ambition, perhaps, but ill health has often forced pharmacists to sell prematurely with a consequent penal tax burden. Now that the decision may be taken earlier and the stress of forced, continuing employment eased, a properly remunerated retirement can be achieved with dignity.

## Dietary delights

There are lies, damn lies, and statistics. To demonstrate the point the Medical Research Council has recently (*Guardian*, March 23) accepted the statistical validity of a ten year study of 2,500 men which suggests that the consumption of milk and butter may help prevent heart attacks!

I look at my shelves full of lipid lowering agents, my dietary advice leaflets and cholesterol testing machine. Is it really all a waste of effort? I rarely eat butter these days but still remember my youthful Saturdays when, after two hours of cheering on the local football team, I would come home, elated or depressed, to tea and hungrily consume two grilled fresh herrings, a loaf of fresh bread and half a pound of butter. The best of both worlds, or a gastronomic heaven from the past now revived for my coronary salvation?

## Taxing task

The annual change in prescription tax has produced the now familiar demonstrations of impotent rage. In perverse justification of its action the Government points out that 80 per cent of patients pay nothing. But there are still inconsistencies within the remainder. The most disturbing is that of the terminally ill. I still remember with revulsion having to collect a prescription charge from a dying man for whom I had

been called out at 3am to dispense an urgent supply of diamorphine.

Not so emotive, but even more illogical, is the concession that students in full time education are exempt only up to the age of 19. This causes much unnecessary hardship. Most decline to apply for a refund on the grounds of low income, because the illness is invariably acute, and the process of application too involved. Further education normally commences at 18 for a minimum of three years, so 21 should be the upper limit.

I see no politically acceptable way of removing this tax but a little pressure to highlight its obvious failings could produce much relief to the minority.

## Septic think tank?

I recently criticised the pricing structure of the Tariff when making Eusol from solutions A and B. Mike Hadley (*Letters C&D* March 16) suggests I return to my days of "dispensing" and make it up from the powder. I would be delighted to do so had not my jars of powder gone out of date many years ago: from my current suppliers only solutions A and B were readily available. If Eusol is commonly used, fine; but if it is not then no matter what the source of ingredients, when they have exceeded their expiry date they cannot be used. They were quickly replaced and the patient suffered no inconvenience, but why should I not be reimbursed the costs I incurred?





## BLONDES CAN NOW HAVE EVEN MORE FUN.

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Our patented technology holds titanium dioxide particles of 3 different sizes in suspension.

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Type 1: Always burns, never tans. Should block the sun with Sun E45 Cream SPF 25.\*

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Type 3: Sometimes burns, tans slowly. As type 2, but can switch to the SPF 8 earlier.

Type 4: Occasionally burns, tans well. Could start with the SPF 8, using the 25 on vulnerable areas.

Available on prescription,\* this truly dermatological range is perfume-free and water-resistant. It's an excellent recommendation. And a must for sun-sensitive skin.



# SUN E45

## DERMATOLOGICAL PROTECTION FOR SUN-SENSITIVE SKIN



\*Sun E45 SPF 15 and 25 are indicated for photosensitivity induced by photodermatitis and radiotherapy (ACBS)



# COUNTERPOINTS

## Ideal quota vitamin from Larkhall

A range of chewable multivitamin and mineral supplements for children and adults is being introduced by Larkhall, their first chewable products.

Cantassium junior ideal quota chewable (60 £3.95) is a honey and mandarin flavoured formulation, said to help parents ensure that their children have all the essential nutrients vital for healthy development.

The formula is identical to that used in a Welsh school trial on six year olds, the results of which are yet to be published in full. Larkhall say the results found that the supplements improved children's ability to concentrate and perform better in non-verbal intelligence tests.

Cantassium adult ideal quota chewable (60 £4.95) has been developed because consumers prefer chewable supplements, say Larkhall. The honey and cherry flavoured tablets, contain a wide spectrum of over 25 nutrients including vitamins A, C and E, selenium and zinc.

The launch of both products is being supported with a value-added pack promotion. Both packs contain 50 per cent extra free — 90 tablets for the price of 60.

Larkhall have also started a major consumer sampling campaign which will feature in national newspapers and women's magazines. "High-value" money-off coupons are also available. *Larkhall Natural Health. Tel: 081-874 1130.*

## Price drop

From April 1 Vitabiotics Ltd will drop the trade price of all their products by 2.5 per cent to offset the 2.5 per cent rise in VAT.

This will keep the retail prices of all their products unaltered and still provide a 40 per cent return on profits for retailers. *Vitabiotics Ltd. Tel: 081-903 5511.*



## Janssen enter ORT market with Rapolyte

Janssen are entering the oral rehydration market with a raspberry flavoured sachet presentation closely based on the World Health Organisation's recommended formula.

Rapolyte (GSL) is recommended for the treatment of diarrhoea and fluid loss in infants, children and adults, although initially Janssen will be targeting the 0-12 age group that accounts for 75 per cent of the ORT market. It is presented in a five sachet pack (£1.78) in outers of 12 (£1.01 trade). Distribution will be through pharmacies only. The product has a three year shelf life.

The content of one sachet should be added to 200ml of fresh drinking water (for infants or where drinking water is unavailable water should be boiled for one minute and cooled). For infants between 0-2 years the solution should be used in place of bottle feeds for 24 hours. If breast feeding, the child should be given the same volume of Rapolyte as the normal feed then breast fed until satisfied.

For children over two years and adults Rapolyte should be drunk freely while diarrhoea lasts; one sachet after every loose motion is recommended. If nausea or vomiting are present then small frequent amounts should be taken

at first. The solution can be kept for 24 hours if refrigerated.

Janssen say the anti-diarrhoeal market was worth £8.46 million in 1990, and showing 9 per cent growth. Their two loperamide products take 50 per cent of the market, they say, but use is limited to patients over 12 years. In contrast the oral rehydration market is worth £2.4m but growing at 20 per cent a year, with Dioralyte taking 88 per cent of sales.

Market research shows, however, that mothers have a poor understanding of the principles of ORT, and find the packaging of existing products too ethical. Pharmacists said they did not want a product named as an extension to an existing brand, feeling it might cause confusion, say Janssen. It was also felt it might limit potential sales.

Each sachet of Rapolyte contains sodium chloride 0.35g, glucose 4g, potassium chloride 0.3g and sodium citrate 0.6g. It differs from the WHO formula for ORT only in the levels of sodium, delivering 60mmol/l as opposed to 90mmol/l. The higher sodium content is not considered necessary in developed countries.

Rapolyte will be promoted with a public relations campaign aimed at mothers with young children, health visitors and school

nurses. In-store there will be a range of display material and consumer leaflets on the cause and correction of dehydration problems. An educational package for pharmacists is planned. "Our long term objective is to grow the market through targeted P/R and education," says product manager Derek Bryan. *Janssen Pharmaceutical Ltd. Tel: 0235 772966.*

## Calcia promotion

English Grains are running an added-value promotion on Calcia.

Special packs are now available with 20 per cent extra free, highlighted with a stand-up header flap.

A recent study has found that even late-postmenopausal women can benefit from calcium supplementation, say *English Grains Healthcare. Tel: 0289 221616.*

## New look Steradent

Steradent has been relaunched with improved formulations and packaging.

The minty and original tablets and the cleaning powder have a new formula, with European harmonisation in mind.

The pack sizes for the tablets, powder and fixative have been rationalised. The original and minty tablets now come in tubes of 30 only, the powder in 250g packs, and the fixative in 50g packs.

Steradent is being supported by a £500,000 Press campaign which will run throughout the year in women's magazines. *Reckitt & Colman Products. Tel: 0482 26151.*

Medipost have just launched this year's catalogue, covering all aspects of nursing care. Existing customers will receive the catalogue in the next few weeks, and new customers can obtain from *Medipost. Tel: 0305 760750.*





## Ribena goes apple

An apple variant is being added to Ribena ready-to-drink cartons and the whole Ribena brand will be backed by £7 million marketing support this year.

The apple juice drink is enriched with vitamins C, B6, B12 and niacin and contains no artificial flavours, colours or preservatives. The "Ribenaberries" will promote all the Ribena variants on network television and a 10-second commercial will be dedicated to the new apple drink, starting in May.

Smithkline Beecham say that in consumer research, the apple variant scored highly in the "Ribena heartland", ie children aged between eight and 14 and mothers in the ABC categories.

Ready-to-drink cartons are the fastest growing sector of the soft drinks market, having grown by 700 per cent in less than ten years the company adds.

The multi-pack outer has been upgraded with a cardboard wrapper and grips for easy carriage. There will be a blackcurrant nine-pack and a nine-variety pack featuring a selection of the 250ml cartons. *Smithkline Beecham Drinks UK. Tel: 081-560 5151.*

**Robinson** are running a promotion offering consumers 20 per cent extra on their baby wipes packs while stocks last. An on-pack flash will announce the offer. *Robinson Healthcare. Tel: 0246 220022.*

**Small electrical appliances** are taking a larger share of market for electrical products, according to the manufacturer's association SEAMA. Although all sectors of the market declined in volume in 1990, in value terms small electricals slipped only 0.5 per cent. Sales value at £459m accounted for 9.2 per cent of the total market for electrical durable goods.

## Snappy promotion from Cow & Gate

The latest Cow & Gate promotion is an on-pack photographic offer on 7 million jars of baby meals and concentrated juice bottles, timed for early Summer.

For £0.50, consumers will receive a 10in by 8in enlargement worth over £5 from a favourite colour negative, mounted in a white card frame. If required,

Cow & Gate will send the enlargement to a relative or friend, together with a personal message.

Proofs of purchase from baby meals or concentrates are required and the offer runs to the end of December.

Cow & Gate say they have emerged from the first quarter of

1991 with a clear leadership in the UK babyfeed market sectors in which the brand is represented — milks, meals in jars and drinks. *Cow & Gate Ltd. Tel: 0225 768381.*

**Searle** are offering 500 Olympus Trip MD-2 cameras in an on-pack promotion for Canderel. Entrants have to send in a good family holiday snap, together with offer coupons off the pack. Every entrant will receive a free Kodak film. *Searle Consumer Products. Tel: 0494 21124.*

# MORE PROFIT PER SORE FOOT

The new Carnation Two-Facing Shelf Unit (CAR 717) offers you all this.

**HIGH PROFITS** Available throughout March, April and May at the Carnation Deal Price of £23.29

- Gives at least 36.4% P.O.R. (£13.34 per unit).
- Maximum profit for minimum space.

**TOP PRODUCTS** UK's fastest growing Verruca Treatment (GSL) with 63% distribution through pharmacy.

• UK's leading Corn Cap brand with 97% distribution through pharmacy.

**QUALITY UNIT** Prominent display gives 2-times more sales (Independent Data 1991).

• Complete with education cards, leaflets and de of exciting competition for your staff.

**STRONG PROMOTION** Biggest ever press campaign — 21.4 million women will have opportunity to see campaign 5 times (April-Sept).



## Double Vision

Lentheric Morny are bringing out a combination make-up pack.

Double Vision is a combination pack consisting of a black mascara with a free mini kohl pencil, priced at £3.75.

Another addition is a double-ended pencil sharpener (£1.99).

The launch will coincide with a £1 million television and Press campaign during May and June. *Lentheric Morny. Tel: 0276 62181.*

## Alberto's VO5 styling range gets new TV ad

Alberto Culver are supporting their VO5 styling range with a £3.15 million national television campaign starting mid-April.

In a dramatic, surrealist production, featuring a girl putting her hair through all kinds of weather conditions, the 30-second commercial illustrates the holding properties of VO5 gel

spray, say Alberto Culver.

Tom Monaghan, marketing director at Alberto Culver, says: "This is the highest level of support ever put behind a styling product and illustrates Alberto's commitment to the market sector." A trial programme is also planned. *Alberto Culver Co. Tel: 0256 57222.*

## Boost for medicated skincare

Government pressure to reduce spending on prescriptions is behind the steadily rising sales forecast for OTC medicated skincare products in Europe, according to a new report published by market analysts Euromonitor.

Although national markets for these products differ, one universal trend is highlighted — increased sales because of self-medication and the removal of non-essential drugs from prescription lists.

Most European countries are moving towards US-style retailing, through outlets other than pharmacies, because of a relaxation of government sales restrictions. Euromonitor research shows that in 1989 some 35 per cent of medicated skincare products sold in France were bought in grocers' shops; in Germany this figure was 24 per cent and in the UK 18 per cent. The report predicts that this trend will continue.

Many shifts in buying patterns are attributable to an ageing population. Anti-haemorrhoidal preparations in particular are benefitting: sales rose from between 2 per cent in France to 14 per cent in Germany in 1989. Varicose vein treatments are also doing well, especially in Italy, where they accounted for almost 16 per cent of the total market in 1989.

On the other hand, the report predicts that a fall in the number of teenagers may mean a reduction in demand for acne remedies and sports-related products such as athlete's foot treatments and topical analgesics. The exception is muscular pain relievers, used by both sportsmen and the elderly. Euromonitor say that in 1989 these accounted for almost 32 per cent of total medicated skincare product sales in France, just over 30 per cent in Germany and 12.3 per cent in the UK.

Among the five major markets analysed by the report, Italy has recorded the highest level of growth in medicated skincare sales. In the UK, Euromonitor predicts that topical analgesics, sunburn treatments and insect bite remedies are likely to do well, but sales overall are expected to fall slightly from £106 million in 1989 to £105m by 1994, mainly because of a drop in demand for acne remedies. Medicated Skincare: the International Market (£1,250), *Euromonitor. Tel: 071-251 8024.*

ive promotion to professionals — district, and school nurses.

nal Leisure Centre Poster Campaign.

ation have provided proven and trusted treatment for millions of users for over 60

der your display unit and for more tion contact your wholesaler or local Representative.



**CARNATION**  
Complete care for your feet

Cusson Gerrard & Co (Dressings) Ltd.  
Oldbury, Warley, West Midlands B69 3BB



## 'If only feet could speak'

Scholl Consumer Products have teamed up with television and radio personality Chris Tarrant to promote their Odour Attackers range.

The promotion features a free booklet entitled "If only feet could speak", introduced by Chris Tarrant, containing humorous facts and figures about feet.

The promotion will be supported by radio broadcasts nationwide discussing feet and footcare.

In addition an extra 25ml will be added free to Scholl's anti-perspirant spray, deodorant foot spray and sneaker treater shoe deodorant. The promotion will also include a 25ml trial size foot refresher spray (£0.49). *Scholl Consumer Products. Tel: 0582 482929.*

## Resiston goes national

Resiston One, Fisons' OTC treatment for hayfever containing sodium cromoglycate and xylometazoline, goes national next month. It has been available in the Southern and Central areas only.

Support for the launch will include national Press advertising, with a direct response coupon and an information hotline number. Literature will direct consumers to their pharmacy for advice, and offer entry to a free competition.

All advertising, literature and display material carry the words "Don't let hayfever take over your day — join the Resistance!".

Each 10ml pump spray of Resiston One (£3.33) contains enough for ten days treatment. *Fisons Consumer Health. Tel: 0509 611001.*

## Nurofen back on TV

Crookes Healthcare are supporting their Nurofen and Nurofen soluble brands with a new £2 million burst of television advertising from April 2.

The first 30 second version will be followed at the end of the commercial break by a new advertisement for Nurofen soluble. The campaign runs for six weeks on all regions. *Crookes Healthcare Ltd. Tel: 0602 507431.*



## Beach offer with Farley's junior milk

Crookes are offering a beach ball and bag with tins of their Farley's junior milk for Spring.

From mid-April tins of junior milk will feature an offer of a free beachball (worth £3) when the consumer sends off two proofs of purchase from the 900g tin or

three from the 450g tin.

The beach bag (worth £18) is available at £6.99 with three proofs of purchase from the 900g tin or five from the 450g tin. Advertising in the women's and parental Press in planned. *Crookes Healthcare Ltd. Tel: 0602 507431.*

## Simple Sun gets ad push

Smith & Nephew are supporting their Simple Sun range with an advertising campaign in the women's Press this Summer.

In addition the company is bringing out a new £2million national television campaign to support the entire Simple range. *Smith & Nephew Consumer Products Ltd. Tel: 021-327 4750.*

## Palms from Palmolive

Colgate-Palmolive are offering a free palm houseplant with two proofs of purchase from products in their range throughout May and June.

The proofs of purchase must include a specially flashed soap multipack plus either shampoo, shaving gel or foam bath. *Colgate Palmolive Ltd. Tel: 0483 302222.*

### ON TV NEXT WEEK

GTV Grampian	C4 Channel 4	TV-am Breakfast Television
B Border	U Ulster	STV Scotland (central)
BSB British Sky Broadcasting	G Granada	Y Yorkshire
C Central	A Anglia	HTV Wales & West
CTV Channel Islands	TSW South West	TVS South
LWT London Weekend	TTV Thames Television	TT Tyne Tees

Anadin Ibuprofen:	All areas
Aquafresh toothpaste:	All areas except C4 & TV-am
Colgate Great Regular Flavour Toothpaste:	All areas except U, CTV & LWT
Libra Bodyform:	All areas except CTV, LWT, TTV & C4
Macleans Mouthguard:	All areas except U, CTV, CT & TV-am
Nurofen/Nurofen Soluble:	All areas
Radian B Mineral Bath:	Y
Solpadeine:	All areas
Wrigley's Extra/Orbit sugar-free chewing gum:	G

## Help for would-be parents

Carter-Wallace have produced a booklet and leaflet on fertility, conception and pregnancy to help prospective parents.

The leaflet will support First Response home ovulation prediction kit and home pregnancy test at point of sale level in the pharmacy. New counter displays will be available to hold the copies.

The 16-page booklet gives details of fertility tests and offers advice for the prospective mother.

It is available direct to consumers from the Carter-Wallace freephone advice line (0800 525522) and through some family planning clinics and GP surgeries.

The booklet will also be offered to readers in some women's magazines. *Carter-Wallace Ltd. Tel: 0303 850661.*

## Solpadeine

Sterling Health are investing £1 million in a new television campaign for Solpadeine. In the commercial, dual power is illustrated by archers firing two arrows which are shown crashing in on a red and yellow target. After the arrows strike, the pack is shown with the message "Solpadeine has the power to hit pain where it hurts." It runs nationwide until April 30. The previous commercial featuring jet fighters was withdrawn due to the Gulf war. *Sterling Health. Tel: 0483 65599.*

### BRIEFS

**Macdonald and Taylor Ltd** have announced that from April 2 the Wellcome Consumer Healthcare division will cease to handle their Simply Gentle cotton wool. It will now be dealt with by the Miles Group. *Macdonald and Taylor Ltd. Tel: 061 627 3848.*

**One Touch** are running a promotion throughout April with Unichem, offering pharmacists a POR of about 40 per cent. On banded packs (six units) of roll-on depilatory regular, sensitive and bikini the offer trade price is £15.96. One Touch cream and body strip wax are on offer at a trade price of £12.84. *Unichem. Tel: 081-391 2323.*

**Kodak** are discontinuing their Kodachrome double 8mm movie film due to low sales and high manufacturing costs. *Kodak Ltd. Tel: 0442 61122.*



*You wait with bated breath for*  
*new* business opportunities that will  
bring you many *new* sources of profit  
from *new* customers attracted by *new*  
products and *new* life in core brands  
*and then they all come at once*



## Spring boost for Alberto

Alberto Culver are relaunching their Alberto Balsam range and adding new products.

New to the Alberto Balsam range for Spring are a detangling spray and a hair thickener. The detangling spray (200ml, £1.99) is a pump action leave-in conditioner which is protein enriched for manageability and shine, say Alberto.

The hair thickener (200ml, £2.09) contains a blend of eight protein enriched ingredients said to create volume and body "for the 40 per cent of women who claim to have fine hair".

New to their VO5 styling range is a volumising gel spray (200ml, £2.09), claimed to hold hair and give root lift.

A spokesperson from Alberto Culver says: "The launch of the volumising gel spray builds on the success of the VO5 mega gel spray and curl booster."

The new products and re-launch will be supported by a £3.15 million television campaign, PR and a trial programme. *Alberto Culver Co. Tel: 0256 57222.*

## New Nulon campaign

Nulon will be supported by a Spring Press and promotional campaign. National advertising begins on April 20 in women's Press including *Woman*, *Woman's Own*, *Family Circle* and the *Sunday Mirror* magazine.

To coincide with the campaign a 6ml sachet of Nulon original will appear on the cover of *My Weekly* on May 11. Nulon will be featured in a joint advertorial with Max Factor in the April edition of *She*.

Display cartons of 24 by 30ml trial sizes are available with an rrp of £0.39. *Eylure Nobel. Tel: 0793 513600.*

## Denivit on TV

Denivit tooth polish will be supported by a new national television campaign on TV-am, starting on April 8.

In addition extra value packs will be available, offering 20 per cent extra fill free. *Eylure Nobel. Tel: 0793 513600.*

**John Richardson Computers** will be closed on Good Friday and Easter Monday, although an answering machine will be in use. Normal service will be resumed on April 2.

## Vive gives Impulse a new lease of life

Vive is the name of the latest Impulse variant joining the range in April.

Its launch is in keeping with the brand's marketing strategy — to introduce a new variant into the range each year. Updating the fragrances in line with popular fashion trends has been the key to the brand's success, say Elida Gibbs.

The female body spray market, created by Impulse in 1979, is now worth £9 million, say Elida Gibbs. Impulse currently holds a 58 per cent value share (50 per cent volume).

In 1991, the company is planning to build on the brand's success last year, when in addition to a new variant, new packaging was introduced across the range.

Vive (75ml £1.69) is described as a bubbly and sophisticated fragrance. In Elida Gibbs' pre-launch research, it scored higher than Fresco, the variant launched last year, which is now the second most popular variant behind the old favourite Hint of Musk.

Vive is replacing Gipsy, the least favourite variant with a 7 per cent share, so that the range still consists of ten variants.

Elida Gibbs are supporting the launch with a £3m promotional campaign. A new commercial will be shown on television and in cinemas, the first burst running from mid-May to the end of June.



In addition, there will be a Press campaign running from the end of May to the beginning of June. Teenagers and young women will be targeted with five million vouchers redeemable for a free trial size.

These will be on shelf in independent chemists from the end of May. A free display tray is available, holding 36 trial size packs each retailing at £0.59.

The trial packs will stimulate trial among both users and non-users of Impulse, Elida Gibbs believe.

There will also be promotional activity around Christmas; details will be announced nearer the time. *Elida Gibbs Ltd. Tel: 071-486 1200.*



## Silver plated offer from Hermesetas

Hermesetas are offering consumers the chance to win one of over 180 engraved silver plated canteens of cutlery, worth about £200 each, on their 300, 750 and 1200 packs.

Between September 1 and February 1992, a draw will take place each day. The consumer has

an unlimited number of entry opportunities.

Guaranteed for 25 years, the 44 piece Regency style cutlery can be engraved with the winner's initials.

Promotional packs are available from *The Jenks Group. Tel: 0494 33456.*

## More Cabot's vitamin E

Original Additions have added three products to their Cabot's vitamin E range.

Energising facial scrub (2oz, £3.25) is massaged into the face after cleansing. The exfoliating grains are said to soften and cleanse skin and the formulation contains menthol and witch hazel.

Liquid glycerin soap (8oz, £3.50) is said to cleanse skin deeply without leaving a greasy residue. It comes in a pump dispenser.

After shower body massage oil (4oz, £4.95) is said to soften and condition skin, leaving a silky finish. *Original Additions Ltd. Tel: 081-573 9907.*

## Elegant Dior hosiery

Christian Dior have added three more styles to their range of hosiery.

Dior Dix are luxury 10 denier tights or stockings with Lycra. The tights come in eight colours and three sizes (£4.50) and the stockings in four colours and three sizes (£3.99).

Satin Stripe tights with Lycra have a subtle toning stripe. They come in black, ivory and midnight and three sizes (£4.99).

Point Resille tights have a tulle effect and come in black only and three sizes (£3.99). *Parfums Christian Dior Ltd. Tel: 0273 515021.*

## Kanebo's silk performance

Kanebo have introduced Bio mascara Silk Performance (£15.50), said to condition and protect lashes.

The formulation contains silk-coated pigments, and silk fibroin enriched with moisturisers.

Available in four shades, black, taupe, deep blue and emerald green, it comes in a white case with gold decoration. *Kanebo division of OBL Manufacturing Ltd. Tel: 0635 46362.*

**Cartier** have added an eau de toilette to their Panthere perfume range. It is said to be lighter and fresher than the parfum. The 50ml spray bottle retails at £88 and the refill at £27, the 75ml travel size sells at £40. *Cartier Ltd. Tel: 071-493 6962.*



# new

*new* Coolmint Listerine, the biggest news in post-brush rinses, the fastest growing sector of the £50 million mouthwash market. *new* variant of Listerine, the brand with the biggest reputation in the market. *new* £2.5 million TV advertising budget, our biggest in any year yet. *new* dragon, Cool Eddie, now features alongside the popular Clifford. *new* market research showing a *new* category of user, keen on the Listerine assurance, but with a cooler taste. *new* source of profit for you, when you make shelf space for *new* Coolmint Listerine.

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## Spring promotion for Farley's and Peaudouce

Crookes are giving Farley's rusks a Spring sales boost with an on-pack promotion offering a money-off coupon for Peaudouce disposable nappies.

The promotion, which runs throughout April and May, offers a 30p money-off coupon on the consumer's next purchase of Peaudouce Ultra T disposable nappies on all packs of Farley's rusks (nines) and a 60p off coupon on the 18 packs. The coupons are redeemable against any pack of Peaudouce Ultra T nappies.

The promotion, appearing on all four varieties of Farley's rusks, is being supported with an "extensive advertising and PR campaign" in the parental and women's Press, say Crookes.

Farley's claim an 89.9 per cent sterling share of the rusks market. Julie Sheard, senior product manager, says: "This promotion provides mothers with the opportunity to purchase an extremely useful item at well below the usual cost." *Crookes Healthcare Ltd. Tel: 0602 507431.*

## Unichem barbecues

Unichem are offering Thermos gas barbecues at special prices for April, giving pharmacists a 25 per cent POR on all styles.

The Thermos Petite is £84.75 with a retail price of £129.95. The Petite Plus retails at £199.95 and is on offer at £130.40. The deluxe models Maxi Wagon and Jarrah Wagon have offer prices of £293.45 and £423.88 and retail at £449.95 and £649.95 respectively. *Unichem. Tel: 081-391 2323.*

## Harder nails with Revlon

Revlon have introduced two nail care products, a moisturiser and primer and a base and top coat.

Double Action (15ml, £7.10) is a nail moisturiser and priming base coat in one. It is said to make nails less brittle.

Epoxy 1000 (13ml, £7.10) is said to restructure the nail surface, helping protect against splits and cracks. It can be worn alone or as a base or top coat. *Revlon International. Tel: 081-568 4466.*

## Two new eye openers

Charles of the Ritz have introduced an eyebrow emphasiser and a Perfect Finish waterproof mascara.

The eyebrow emphasiser (£10.22) is a lightweight gel said to be fast drying and long lasting. Fragrance-free, it comes in three shades — clear, ash brown and soft black.

The Perfect Finish waterproof mascara (£10.22) is said to help moisturise and condition lashes. It is claimed to be smudge and flake resistant, long lasting, hypo-allergenic and safe for contact lens wearers. It comes in black, brownish black and French navy. *Charles of the Ritz. Tel: 081-568 4466.*

## Elite goes transparent and Clinishield is coined

Clinimed are adding a new type of bag to their Biotrol Elite range of stoma bags, and rebranding their protective barrier wipes product with the name Clinishield.

Elite transparent bags will be listed in the April Drug Tariff. They are available in closed (30 £53.10) and drainable (30 £54.50, both prices trade) versions, both with starter holes only.

The main feature is that the bags are made from a transparent, odourproof film, which allows the stoma and the contents to be checked easily. Both bags also feature the ultra-thin Biotrol skin protector, which allows moisture to vaporise away from the skin,

helping to avoid the problems and irritation that can be caused by perspiration.

The closed version also incorporates an "activated charcoal" filter which runs across the width of the bag. It absorbs odour and provides a resistance to gas flow which maintains a "cushion" in the bag, while guarding against over-inflation.

Clinishield will be listed in the April Drug Tariff, and a reference to the product's former name will appear until October. The product reference code and the sachet quantity per box (50) remain unchanged. *Clinimed Ltd. Tel: 0628 850100.*

## Calcidrink sachets are orange-flavoured calcium

Shire Pharmaceuticals are launching Calcidrink sachets next week. They contain granules to prepare an orange flavoured drink containing 2.52g calcium carbonate (equivalent to 1g calcium).

Calcidrink can be used to treat calcium deficiency. In adults and children, one sachet should be taken daily, dispersed in water. When dispersed in water, the calcium carbonate reacts with the citric acid to produce effervescence and calcium citrate. Calcidrink contains no potassium and clinically insignificant amounts

of sodium.

Contra-indications, warnings and precautions are as for other calcium preparations (see Data Sheet). Calcidrink may impair absorption of other drugs, for example tetracyclines, and fluoride preparations. Thiazide diuretics reduce urinary calcium excretion.

Side-effects include constipation and wind, rebound acid production, hypercalcaemia (if renal function is impaired), and alkalosis with high doses.

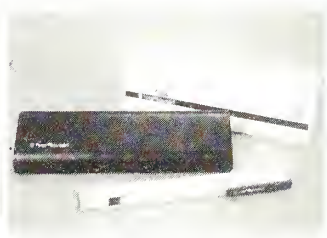
Calcidrink is a Pharmacy medicine, licence number 8557/0004. It comes in boxes of 30 (£8.70 trade). *Shire Pharmaceuticals Ltd. Tel: 0264 333455.*

## New look Novopen II

Novo Nordisk have restyled their Novopen II portable injection system which is used with their penfill cartridges.

It remains operationally unchanged, but has a more streamlined shape and distinguishing blue clip.

Novopen II is available free of charge on request from a doctor or diabetes clinic specialist. *Novo Nordisk Pharmaceuticals Ltd. Tel: 0293 613555.*



## BRIEFS

**Cox** are introducing what they say is the first generic presentation of tiaprofenic acid tablets 200mg (84 £13.08) and 300mg (56 £14.37). The white, round, uncoated tablets are available in calendar packs; special introductory prices are available from representatives or on 0800 373573. In addition, dipyrindamole 25mg and 100mg have changed from sugar- to film-coated tablets. *Cox Pharmaceuticals. Tel: 0271 75001.*

**Gold Cross Pharmaceuticals** are discontinuing their diuretic Diatensec. However existing stock need not be returned; the product licence is valid and the product can still be dispensed. Inquiries to Linda Jobson, customer services manager. *G.D. Searle & Co. Tel: 0494 21124.*



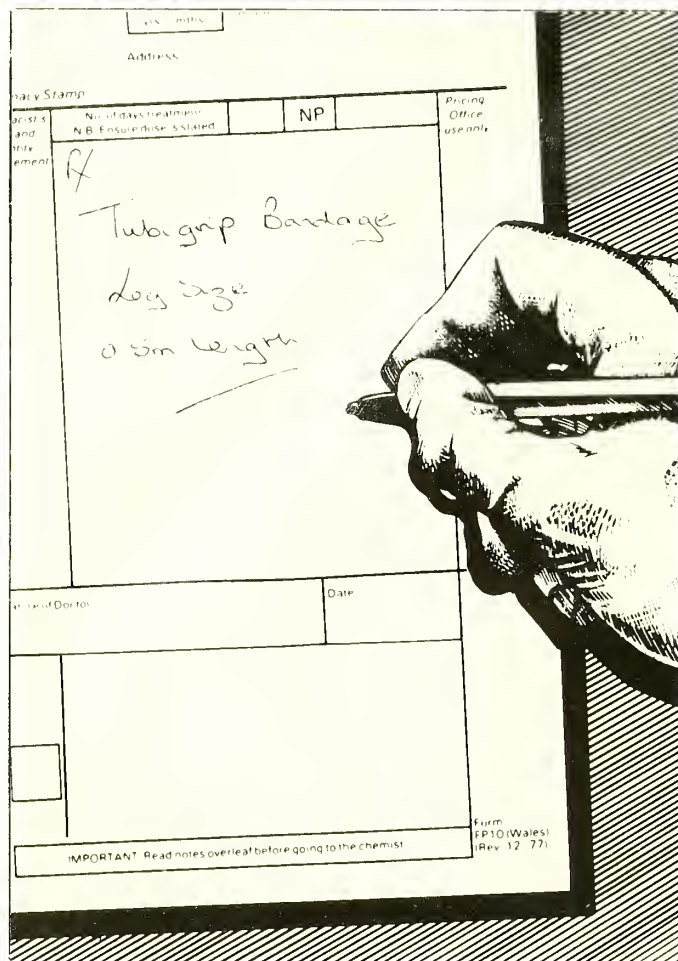
**new** record sales in 1990 as loyal users increase frequency of use.

**new** record levels of brand-awareness. **new** advertising with Clifford appearing in a **new** role with a **new** higher budget for advertising. **new** label designs and merchandising tray to enable maximum shelf impact, as well as **new** recyclable PET bottles.

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new





# Q&A

The Pharmaceutical Services Negotiating Committee examines some of the prescription payments involved when the doctor prescribes a bandage

## QUESTIONS

1. The doctor has not stated the specific size of bandage to be dispensed. If the pharmacist established the correct size, would the endorsement be allowed or would the prescription

have to be referred to the prescriber?

2. The pharmacist has measured the patient's leg to establish the correct size of the bandage. If the prescription is endorsed "measured and fitted", would an additional fee of 110p (Drug Tariff Part IIIA 2B(a)(i)) be paid?

3. The patient has asked for a flesh coloured Tubigrip bandage. Would the pharmacist be reimbursed for supplying and endorsing the flesh coloured?

## ANSWERS

1. The pharmacist would be paid according to the endorsement because the prescriber has actually specified a part of the body on the prescription.

2. No, the additional fee for measured and fitted appliances is only paid against prescriptions for graduated compression hosiery. Only the special fee of 60p would be paid for this prescription.

3. The flesh coloured Tubigrip bandage does not conform to the BP specification for elasticated surgical tubular stockinette. Therefore if it was endorsed as having been supplied, the prescription would not be passed for payment.

## DERBAC-M IS LETHAL TO LICE BUT GENTLE ON SKIN

- Derbac-M is the only aqueous malathion liquid.
- Suitable for your patients with asthma, sensitive or broken skin.

- Its efficacy has been proven in the community over many years.

- Its pleasant fragrance ensures ready acceptance.

## Derbac-M





1990 sales records following 1990 poster advertising campaign. 1991 on-pack promotions for Listermint Spray. 1992 tamper-evident seal. 1993 on-label emphasis on plaque-fighting formula. 1994 pack design and 1995 recyclable PET bottles.

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LAMBERT  
EUROPE



Green toiletries manufacturer Montagne Jeunesse are building what is claimed to be the first ecologically-friendly factory in Europe. *C&D* takes a look behind the scenes at the realisation of a dream...

# First eco-factory breaks greener ground

Greg Butcher has a dream, it goes something like this: a collection of like-minded people working together for a common cause, remaining true to their principles "from the cradle to the grave". In his dream there is a factory, though it looks more like a Scandinavian leisure complex, with lots of large windows and open spaces. It is set by a lake, surrounded by greenery and trees and powered by the sun and the wind. The running costs are low, the factory is built entirely from environmentally friendly materials and the profits are ploughed back into research and worthy causes, not directors' pockets.

Dream on, Mr Butcher, many would say. But this dream will very soon become reality. By October the company of which he is managing director will be operating from Europe's first eco-factory, based in Swansea.

"When we started to consider building the new plant it made sense to ensure that our principles carried through to the very fabric of the building, to the manufacturing processes and to the well-being of our staff and the environment," says Mr Butcher.

The site chosen for the factory in Swansea is on reclaimed land, which used to be a dumping ground, set on the edge of a lake.

The cost of the venture has been estimated at £1.06 million, including £750,000 for ecologically friendly building materials, £90,000 for professional fees and £75,000 for a wind generator. Not cheap. But Mr Butcher says money will be saved in the lower running costs.

## 'As green as you can'

So what makes for a truly green factory? You have to look at it in perspective, says Mr Butcher. "If you want to be truly green then you'd have to go back to living in a teepee and spinning your own yarns. People are never going to do that (or very few), so you have to be as green as you can."

"As green as you can" means researching into every piece of material that goes into a building, checking that its manufacture has caused the least possible harm to the environment.

Cellulose fibre insulation, made from recycled paper, is used in place of traditional foam products, blown with CFC or HCFC gases.

The company is also concerned that its employees do not suffer from "sick building syndrome". Research has shown how many materials can cause ill health in staff (headaches, nausea etc). Offenders include formaldehyde, found in chipboard, adhesives, office chairs and desks, wallpapers and floor tiles. Too much



*An artist's impression of Montagne Jeunesse's new eco-factory being built in Swansea, which will be completed this Autumn at a cost of over £1 million*

artificial light has also been shown to be harmful. Most factories and offices have only 5-10 per cent natural lighting. Montagne Jeunesse will have 20 per cent in their new factory, which apart from being aesthetically pleasing, will save energy.

Finding green materials may not present too great a problem, the major difficulty is using alternative energy sources, says Mr Butcher. A 60kW wind turbine will be installed, which he says will produce enough energy to save the atmosphere from 160,000kg of carbon dioxide per year. Solar panels will be installed along the length of the roof.

The system will generate and store power overnight for use during peak consumption times. Computers as well as plant will be driven by it. Any unused power can be sold back to the local electricity board.

## Green showcase

Apart from being excellent publicity for Montagne Jeunesse, Mr Butcher sees the eco-factory as a "green showcase". "Our aim is to prove that green works," he says. It is also good publicity for the other companies involved in the project, promoting their achievements in "clean technology" he adds.

About half the cost of the building is coming from sponsorships, the main organisations being the EEC, the Welsh Office and the Welsh Development Agency.

The ex-chairman of the Green Party, Peter Wilkinson, has recently started working with the company, and it is endorsed by BUAV and the Vegetarian Society.

## Information made public

As part of the promotion of their venture, Montagne Jeunesse will make available to industry and the public information on the project, including names and addresses of organisations and consultants involved and technical details.

The new Swansea factory will mean increased production for Montagne Jeunesse and Mr Butcher anticipates the lower running costs will mean lower prices on products, passing the benefits directly on to the retailer and consumer. The expected increased profits will be used for research and to help the many wildlife and environmental campaigns the company supports, such as Antarctica, Save the Seal and rainforest appeals.

Autumn 1991 marks another important event for Montagne Jeunesse. From September all their products will carry a label listing every ingredient used. Mr Butcher hopes this will encourage other manufacturers to follow suit.

Just another idealist with his head in the clouds? As well as fulfilling his own environmental ambitions Mr Butcher hopes his company's burst of activity will motivate others to follow suit and revitalise the flagging Green movement.



# new



*new* Listermint Spray, a portable presentation of the biggest branded minty mouthwash. *new* purchasers from Listermint's 3 million users, attracted by offer on the Listermint pack. *new* high levels of DPP from a space-efficient display tray. *new* sugar-free formula and *new* ozone-friendly CFC-free spray. *new* source of profit for you, when you make space for *new* Listermint Spray.

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TUES	9:00-6:00
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THURS	9:00-6:00
FRI	9:00-6:00
SAT	9:00-1:00
SUN	CLOSED

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## Helfex 91 by the sea

Helfex 91, the trade only specialist health food exhibition for the UK, opens its doors on April 14-15 at the Brighton Centre.

Although the Brighton exhibition was designed to be a smaller event than the bi-annual international exhibition held at Birmingham, there will be overseas exhibitors from the USA, Europe and the Far East.

Following the pattern of previous years a lecture programme will run concurrently with the exhibition. Speakers include Jan de Vries from Scotland and Schuyler Lininger from the USA. Further details from the organisers the British Health Food Trade Association. Tel: 0483 426450.

## Sarakan gets endorsement

Arrowmed's Sarakan toothpaste will be presented in new livery at Helfex. The product was recently mentioned in *Dental Practice* magazine when its benefits were stressed in plaque and calculus removal. It will be on promotion at Helfex.

The company is also pushing its Natrapel insect repellent, based on citronella oil and aloe vera, as an effective alternative to synthetic repellents. A trade discount of 10 per cent is available at the show. Arrowmed Ltd. Tel: 0420 64300.

## For foodies

Margetts Foods will be showing a range of products from the Dietade and Appleford brands.

The whole Applefords range of health foods will be displayed including the first samples of a high quality fruit sugar drink. Packed in 500ml glass bottles the drinks will be appearing for the first time under the Applefords name.

Sweetened with fructose, the drink comes in blackcurrant, orange and lemon flavours and contains no artificial colours or flavours.

Also from Applefords will be sucrose-free jam sweetened with fruit sugar to between 100-125 kcs/100g.

Dietade's fruit sugar (fructose) for use in diabetic and weight control regimes, will also be on display. It provides less than 4 kcs/g. Dietade Foods Ltd. Tel: 0584 810366.



## Try aromatherapy

Aromatherapy Products are taking their Tisserand range into 1991 with a number of new lines.

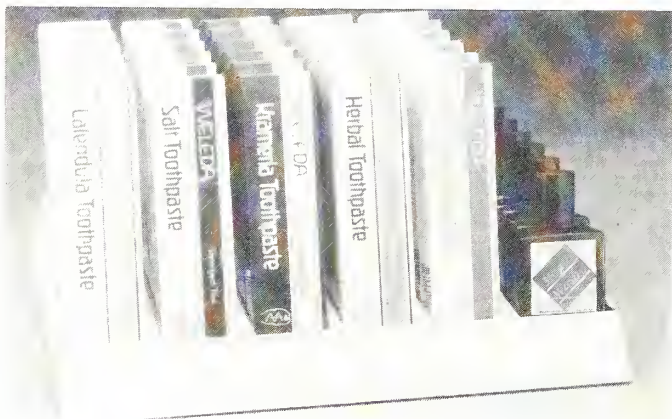
Initial launches include a second shower gel with woody tones, an "exotic" sandalwood bath oil and a new light grey fragrance burner — ash.

A 10 per cent discount for new customers on the company's range of essential oils, massage

oils and lotions will be offered at the show. Exhibition orders (up to £2,000) will be entered into a prize draw, the winning order to be processed free.

Robert Tisserand will be presenting a seminar on April 14 aimed at any retailer not currently stocking aromatherapy products. Aromatherapy Products Ltd. Tel: 0273 412139.

## New from Weleda



At Helfex Weleda are launching a new deep cleanser for problem teenage skins. The product complements Aknedoron lotion launched last year.

The cleanser contains tinctures of calendula and chamomile, essential oils, lemon juice, rice water, lanolin, oleic acid and olive and sunflower oil soft soap. Packed in 110ml bottles the

cleanser, normally £2.95, will be offered at a Helfex launch price.

Lemon and melissa shampoo will be at promotional prices in a new 250ml plastic bottle (£1.95).

Sample sizes of Weleda's five different natural toothpastes will be on offer in a free trial size stand. A Helfex launch parcel includes trial sizes (rsp £0.49) and a stand. Weleda (UK) Ltd. Tel: 0602 303151.

## From the sea...

McFarlane Laboratories will be exhibiting two new products from the sea along with Seatone and mussel extract brands.

Capsules of shark fin cartilage — said to be rich in glycosaminoglycans and the protein collagen — and Nori seaweed powder will be offered at 13 for the price of 12.

McFarlane SF4, also on the stand, has been widely promoted for use in cats and dogs, and the company says clinical trials are planned later this year through veterinary practices. Dietary Specialities. Tel: 0932 336366.



## Creighton's Naturally...

Under the Creighton's Naturally brand there will be a variety of activity at Helfex.

A new strawberry bath and shower range will be unveiled. And a shower gel is to be included in the apple and peach ranges.

Travel wallets in Sun Veil and Ocean Harvest will be shown, and special offer duo packs in the Sun Veil, evening primrose oil and apricot skincare ranges will be on offer. Creighton's Naturally plc. Tel: 0903 745611.

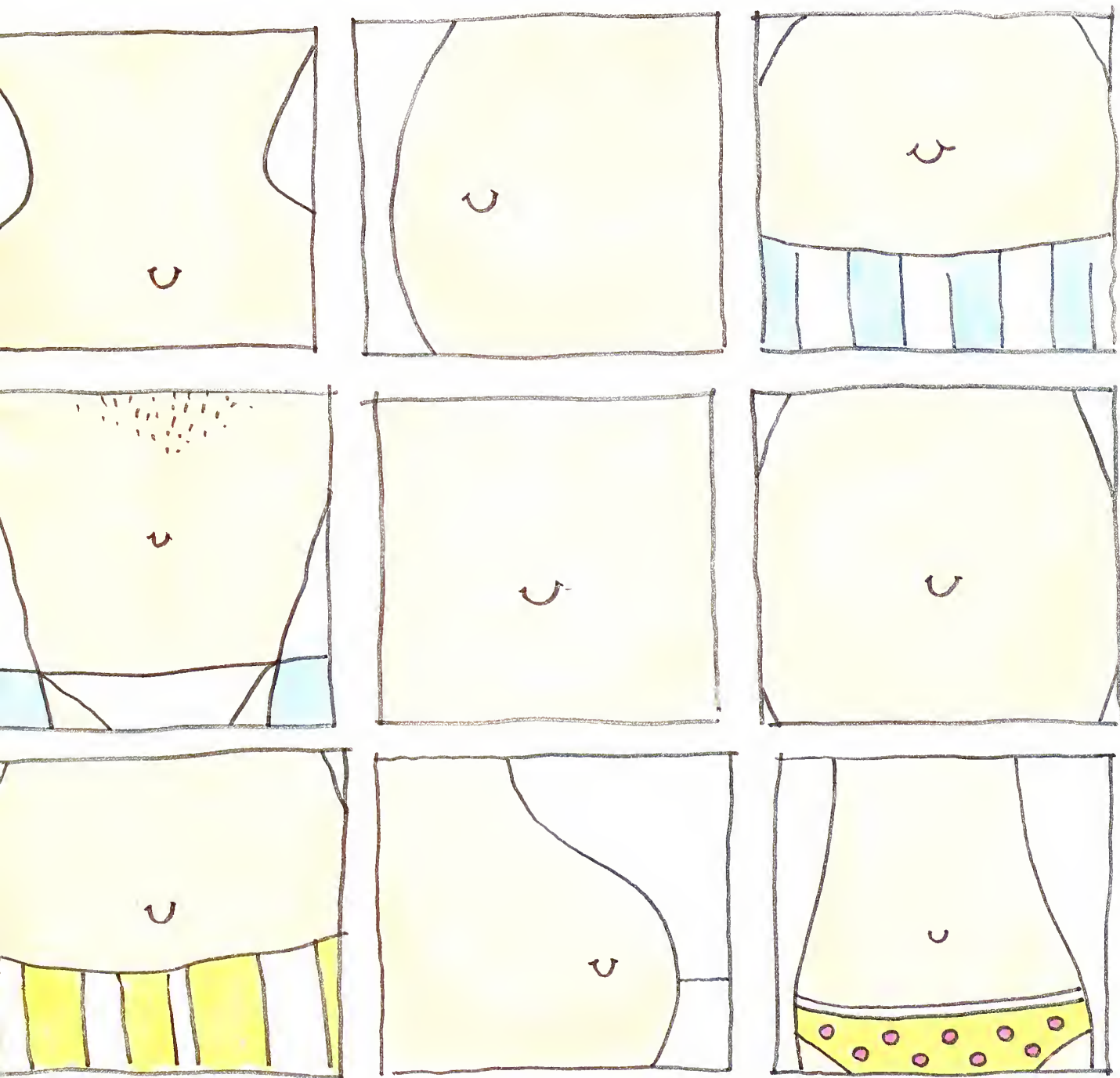
## BNP incentive

BNP will be tempting first time buyers with their one-a-day range. The stand will also feature Vitachieve and Junior Vitachieve, which BNP claim represents the most significant advance in dietary supplementation for some years.

A number of special promotions and incentives will be offered. Helfex will also see BNP "conjuring up some exciting product activity as well as the announcement of a major incentive scheme targeted at the health food trade". Booker Nutritional Products. Tel: 0932 336366.



# Last year Enterosan helped 30% more tummies feel 100% happier.



Sales of Enterosan just keep getting better. Last summer, after a successful launch with new packaging, they increased by 30%.

Enterosan is Kaolin and Morphine in tablet form with an added soothing agent. It's a formulation that has long been trusted by customers to stop holiday diarrhoea and upset stomachs.

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SOURCE: IMS/BPI MAT OCTOBER 1990



# ON APRIL 14-15

## this is what you'll get at

# HELFEF



Your own pavilion



Lanes of antiques



A spin on the Bluebell



Anne Boleyn's pad



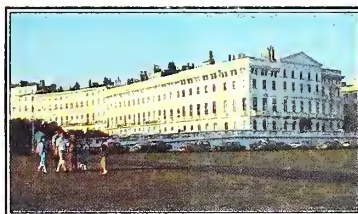
Drusillas Zoo Park



Relaxation at the Marina



Super restaurants – cracking capps



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# PLUS

The biggest health food trade show in the UK/All the top companies on display/  
Offers and deals that will pay all your expenses (and those of your family and staff)/Two great trade lectures  
(free breakfasts thrown in)/A Sunday night dinner dance at the Metropole/  
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Come on! Make a little holiday of it!

# BRIGHTON CENTRE

APRIL  
14th-15th  
9-30am-5pm

FOR MORE INFORMATION..... Helfex, Angel Court, High Street, Godalming, Surrey GU7 1DT (Phone 0483-426450 Fax 0483-426921)  
FOR ACCOMMODATION.....The Brighton Accommodation Bureau, Marlborough House, 54 Old Steine, Brighton, Sussex BN1 1EQ (Phone 0273-27560)



# New line for Hofels

Hofels and New Era are the brands highlighted on the Seven Seas stand this year.



A new line is to be launched into the Hofels essential nutrients range. Chinese angelica is a supplement aimed at women for maintaining health and well being. Seven Seas say it is tipped by American herbalists as one of the top ten herbs for the 1990s.

New Era's Combination H hayfever remedy is now available in a drop feed dispenser for shelf or counter display. There will be trade incentives at Helfex for all the New Era homeopathic range.

Scatty the Scarecrow, the character from New Era's national advertising campaign, which begins in April, will also be on hand. *Seven Seas Health Care Ltd. Tel: 0482 75234.*

# Health & Diet times two

Health & Diet will be exhibiting on two stands at Helfex this year; while one will concentrate solely on Pure Plant products the other will display the relaunched Health & Diet range.

There will be "ample sampling opportunities" to try the Pure Plant cruelty free skincare range. The stand will focus on the peaches and cream and vitamin E night moisturiser, which is currently being backed by regular national advertising in the *Daily Mail*, *Daily Express* and most women's magazines.

Visitors will also have the chance to win a day of pampered luxury at a famous health farm.

Special show deals will be available on Health & Diet supplements shown on the other stand. *Health & Diet Food Co Ltd. Tel: 0483 426666.*



# New from Vitabiotics

One new and one reformulated product will be shown on the Vitabiotics stand.

Immunance (60 capsules £8.95) is claimed to be the first immune system supplement to supply six antioxidants and seven enzyme co-factors. It contains beta-carotene, selenium, and vitamins A, C and E along with superoxide dismutase, catalase and glutathione peroxidase.

The skin and haircare product SHC has been reformulated to contain 25 nutrients including the

amino acids cystine, methionine and lysine.

Vitabiotics will be unveiling new packaging and offering "eight for the price of six" on all products shown at Helfex, along with a free quartz mantlepiece clock with every order over £100.

The start of a £250,000 campaign for the range coincides with the launch of the new lines. The company is also appointing a new marketing director and public relations officer. *Vitabiotics Ltd. Tel: 081-903 5541.*

# Busy as a bee

Regina's recently launched ginseng and evening primrose oil lines will be on offer at Helfex.

Promotional packs of Regina royal jelly offer every purchaser the chance to try either the ginseng or EPO free. The promotion coincides with a new advertising campaign currently running in the women's Press.

Details of the Spring promotion plus special Helfex offers will be available on the stand. *Regina Health & Beauty Products Ltd. Tel: 081-446 6644.*



# Lanes' big four

Lanes will be highlighting their four major brands at the exhibition.

Olbas Oil, Kalms, Shen and Naturest are being supported in the Press to the tune of £750,000 this year.

Shen garlic is currently available in a promotion offering 20 per cent extra. *G.R. Lane Health Products Ltd. Tel: 0452 24012.*

# Baby Naturals

Natural Toiletty Co are showing their Baby Naturals toiletry range at Helfex. The seven strong range was launched six months ago through Holland & Barrett, but is now available for wider distribution.

All products in the range are free from animal ingredients and not tested on animals. In addition they are hypo-allergenic, carry no added colour and are packaged in recyclable PET bottles.

Each product in the range contains "meaningful quantities" of aloe vera and chamomile. Fragrances and preservatives are all naturally sourced and in all cases represent less than 1 per cent of total product, claims the company.

The range consists of a baby lotion and bubble bath (both 250ml, £1.99), baby oil (250ml, £2.49), shampoo (250ml, £1.99), cream and powder (both 125g, £1.99) and wipes (100, £2.99).

At Helfex every retailer who places an order for one case of each of the seven products will be given a large teddy bear worth £25. *Natural Toiletty Co Ltd. Tel: 0483 426187.*

# FHA joins Kwai

The Family Heart Association will be joining the Lichtwer Pharma stand at Helfex in the shape of their dietician Annette Zakary.

This reflects the 23 published clinical studies showing the beneficial cardiac effects of garlic. A further £1 million is to be put behind the Kwai garlic brand this year, say *Lichtwer Pharma. Tel: 0628 605275.*

# BRIEFS

**Powerhealth** are offering a 10 per cent cash discount on all their products at Helfex, plus free stock deals. And there will be a free prize draw with the winner getting his or her entire Helfex order free. *Power Health Products Ltd. Tel: 0759 302595.*

**Wassen** are celebrating their 25th anniversary at Helfex. The company is now distributing in 29 countries, and will be offering deals on its six vitamin and supplement brands. *Wassen International. Tel: 0372 379828.*

**Solgar's** newest Gold Label product, Megasorb B-complex 50 offers 50mg of each of vitamin B1, B2, B6, B12 and B3 in a herbal base. The tablets are enteric coated and also contain folic acid, magnesium, biotin and lecithin. *Solgar Vitamins Ltd. Tel: 0194 721042.*



# Advertising or information — the patient needs to know

**With the trend towards care in the community, Mrs Jean Rothwell, FRPharmS, secretary of Bolton Local Pharmaceutical Committee, argues the case for allowing pharmacists to publicise their services more widely**

Community pharmacists, together with many other health service professionals, are going through a period of rapid change in the current climate of free market enterprise.

One of the biggest changes in professional freedom has been the attitude towards the advertising of professional services. The issue of the "practice leaflet" for community pharmacists, published by the National Pharmaceutical Association, has caused a few ripples throughout the profession, mainly because many community pharmacists do not know how far they can go in using it, or selected parts of it.

It is two years since two of our local community pharmacists were asked to attend a hearing of the pharmaceutical service committee which was to decide whether or not they were in breach of their terms of service.

## How far to go?

The pharmacists, for the best of reasons, had been enterprising enough to produce a leaflet which gave the public information about what they had to offer in the way of extra services, for example, a collection and delivery service for elderly or housebound patients. Now we find that this is encouraged, and most of us welcome the relaxation on advertising. But will contractors still be in danger of being brought to a pharmaceutical service committee hearing if they overstep certain limits? And if so — which?

In view of the fact that the pharmacy contract remains unchanged, that is, Clause 7 in the Terms of Service for Chemists still refers to the restrictions on advertising, contractors are asking how far they can go with the distribution of such leaflets.

Can they be delivered to houses with the free weekly newspapers? One initial reaction is for them to "suck it and see!" But on a more serious note it would be prudent for any contractor seeking guidance on the proper use of advertising leaflets, to get in touch with the Royal Pharmaceutical Society's law department at Lambeth, when hopefully they or the NPA or the Department of Health will issue an official statement on this matter.

By advertising their various services, community pharmacists will be helping people to cope with some of the problems associated

with being ill, elderly, disabled and/or housebound. Advertising can also help other providers of health care services such as community nurses, home helps, physiotherapists etc.

It is some time now since Bolton Local Pharmaceutical Committee invited the nursing officer in charge of the community nursing services in Bolton to attend a meeting of the committee with the hope of forming a better

nursing services in Bolton, together with key names of specialist nurses and details of the clinics or health centres where they could be contacted or where pharmacists could refer patients with particular needs.

The LPC chairman later addressed various lunchtime meetings of community nurses and auxiliaries but, as all community pharmacists will know, time is precious, as it is with our nursing colleagues, and as changes continue to be made there will be a need for continuing dialogue between the two professions. We hope this will be possible when all the dust has settled after the current re-organisation.

Care in the community will make huge demands on the services of most health care professions and it would be helpful to everyone, carers and patients alike, if the services offered by pharmacists became more widely known.

## A need for information

At the British Pharmaceutical Conference in Cardiff, a number of speakers highlighted the need for more information to be made available

to patients and their carers. Patients are being discharged from hospital as soon as it is considered possible. Elderly patients are no longer kept in hospital if it can be avoided; they are discharged into the community with sometimes worrying implications for their families, who may have little knowledge of caring for a sick person and even less information about where to turn for help. Sometimes the patient returns to an empty home with — if they are lucky — only friends and neighbours for support until "the services" take over.

Communications are not always as good as we would like them to be, but pharmacists are sometimes first in the communication system when a patient returns home, and are often the only people who can be called on to give advice and support at short notice.

The Nuffield Inquiry drew attention to the accessibility of pharmacies and to the fact that payments under the NHS contract for prescriptions dispensed should be reduced, with separate payments made for other activities.

When the Government sees that many pharmacists are prepared to extend their services to the community, for example, by counselling patients in their homes if needed, or by offering a collection and delivery or other necessary services, then the profession must be properly re-imbursed.

If the Government sees these additional services in operation, then the profession will be in a much stronger position when it comes to negotiating terms.



rapport. We had a full and friendly discussion about the problems the two professions came up against, and we feel that the resulting co-operation has enabled both professions to appreciate the benefits of working together.

This meeting was followed up by other meetings, and the circulation of useful information to all pharmacist contractors in the area explaining the structure of the community





# *Let the good times roll.*

Wait until your customers find out about new Special Touch Lotion, in its easy roll-on dispenser with a unique on-off switch. They'll be rolling up in droves.

And they're definitely going to find out, because we're spending



£1m on promotional support for Immac products this year alone.

So start stocking new Special Touch Roll-On Lotion from Immac.

It's the newest way to remove hair, and it's bound to make your sales grow and grow.

Immac

Special Touch



# A chief inspector recalls...

**Gordon Appelbe retired earlier this month as chief inspector and head of the Royal Pharmaceutical Society's Law Department after completing over a quarter of a century on the Society's staff. C&D talked to him about his career**

It was the travelling life of a Society inspector that put Gordon Appelbe on the road to becoming the head of the Law Department. "I sat on my own in the lounge of the Portland Hotel, Chesterfield, one night and decided that I could be doing something useful with the time. I enrolled for a BSc in economics, but after two or three months it struck me that I was doing a job which was very law orientated, so I switched to an LLB."

Mr Appelbe joined the staff of the then Pharmaceutical Society in 1965 as its Birmingham-based inspector. A Brummie by birth, he qualified late at 25, working as a dispenser for five years in his home city while saving the money to do his degree.

He returned to the same firm after college but soon moved to join another pharmacist who was opening a second pharmacy. Together they added a couple more pharmacies in Stratford and Worcester before Mr Appelbe joined the Society.

He was one of only seven inspectors in the mid-60s — there are now nearly 30 — calling on 3,000 pharmacies across an area from North Staffordshire to the Thames and the Fenland to the Welsh Border. "I was away quite a lot, so I thought I ought to do something. I suppose that was when I started my continuing education." The University of London external LLB — "basically a postal course" — was completed in 1970.

## A committed European

Gordon Appelbe moved down to London a year later on promotion to become secretary to the Statutory Committee, where he soon found himself involved in the Society's first dealings in Europe. He developed a passionate commitment to Europe, which has caused him to be outspoken about the Society's role within the Europe.

"I had only been secretary of the Statutory Committee for a few months when Desmond Lewis, who was then registrar, asked me if I would be secretary of the Society's European Committee." It was a job Mr Appelbe has cherished. He recalls being present as Jack Kerr, then president, signed the statutes of

the European Pharmacy Group.

"We spent '72-85 trying to get mutual recognition of pharmaceutical qualifications. After many frustrating hours in Brussels we were ultimately rewarded," he says.

The frustrations of debating the merits of A-levels and the UK's three year degree against the French five years led Mr Appelbe into research for an MSc. "I looked initially at pharmaceutical education, but found that wasn't enough and ended up comparing education systems from age 5 to graduation in each country. I found the UK qualification was in no way inferior to any in Europe despite their longer courses." The common factor was three years "pharmacy" with the extra time devoted to general science, at about A-level standard.

"I think the Society should do a lot more in Europe. There is a tendency to allow economics to cause us to neglect it, but without getting involved we shall get left behind.

"In the early days we achieved a lot by stopping things that would have been detrimental to the UK, but that's difficult to quantify in cost-effective terms. It was important we were there to ensure we didn't get stuck with a stultifying training for pharmacists. The original six Member States were getting close to mutual recognition, but with a totally rigid syllabus. We now have flexibility; a basic number of hours of pharmaceuticals and pharmacology etc with each school free to develop outside the core."

In 1974 his predecessor as head of department, Joe Dale decided he wanted more help, so Mr Appelbe became deputy, keeping his European job and taking on the role of secretary of the Ethics Committee. He became head of the Department on Dale's retirement in 1977.

Mr Appelbe says the position of head of the Law Department must be seen in the light of the Society's dual role: the statutory duties placed on it by Parliament and the chartered objectives. "As a pharmacist I didn't necessarily agree with what I was doing on every occasion, but as head of department I had a job to do.

"If a pharmacist rings up the



Law Department and says 'If one Saturday afternoon I got a prescription for pethidine incorrectly written, and I can't get hold of the doctor can I dispense it?' there's only one answer if you ask the chief inspector, and that's 'no'. If you ask me now what I would do, my answer is that I would dispense the prescription. I would find out all I could about the patient, and maybe not supply the whole script. That's how things have been enforced, though most people would tell you they think differently.

"My approach was not necessarily how other people thought the job should be done. My priority was to carry out the duties placed upon the Society by Parliament and from that, in my view, flowed an enormous benefit to the profession."

Mr Appelbe says a balance has to be struck, and it's a balance that has operated well over many years, "but I strongly feel it has shifted recently towards furthering the interests of the membership, and it must not shift too far because we still have those statutory duties to perform."

Mr Appelbe cites the introduction of notified visits as one example of the shift. He made his opposition plain at the time and says he still strongly objects. "It has reduced the effectiveness and

efficiency of the work of the inspectors," he says. "I think pharmacists were amazed, and so were other law enforcement authorities. The inspector is an enforcement officer, not a PR man.

"An inspector and I called on one pharmacist one Thursday afternoon. She told the inspector 'Please don't send me a notification again. Just turn up. I've been waiting since Monday morning for you to arrive.' And that was a good pharmacist running a good pharmacy."

## The big stick

The vast majority of pharmacists do not object to visits from inspectors; between 70 and 80 per cent of their work is advisory. "You advise people what the legislation is and how they can comply with it. Advice first, maybe a caution second and only at the end of the line the big stick. That's how enforcement should be done, and if it was to be done any other way you would need three times as many inspectors."

He sees great advantages in a professional inspectorate with retail pharmacy experience. "They can see the things pharmacists can do, but are also aware of the problems they can get into. Often pharmacists don't seem aware of that."

On the supervision issue, the ramifications of which occupied much of his last couple of years in office, Mr Appelbe says a pharmacist either knows when an inspector asks what has been sold or he doesn't. "I believe supervision should be something real. I like the concept of supervision of the pharmacy rather than supervision of the individual product, despite the adverse side of that being that a pharmacist has to be present when a pharmacy is open, with no nipping out for lunch."

He feels the inspectorate has operated fairly. "To my recollection, in the 13 years I was head of department we only had two prosecutions on the question of supervision where the pharmacist had been on the premises. Council spent an inordinate amount of time — and money — going through the arguments to finish up in precisely the way supervision has been

*continued on p514*



# What the experts turn to for effective head lice treatment



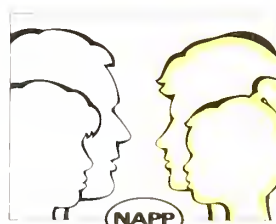
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40 YEARS EXPERIENCE  
in head lice treatment

**KITS**



# IN JANUARY MILLIONS OF PEOPLE MADE A RESOLUTION...



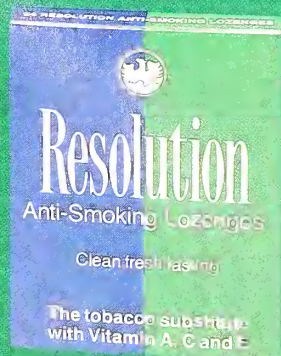
## ...NOW YOU CAN HELP THEM KEEP IT

Millions of smokers constantly resolve to give up smoking but for one reason or another, their attempts can end in failure. New Resolution Anti-Smoking Lozenges, which have been developed especially for pharmacies by Phoenix Health, could provide the support for those smokers who are trying to kick the habit.

Available from Ernest Jackson & Co. Ltd, Resolution lozenges are packed with Vitamins A, C and E to help fight the damaging effects of nicotine and can be safely taken at any time instead of a cigarette.

The next time someone asks you for some much needed support in their attempt to stop smoking, give their willpower a boost with Resolution Anti-Smoking Lozenges.

 **Resolution**  
ANTI-SMOKING LOZENGES  
ADDS STRENGTH TO WILLPOWER



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### C&D INTERVIEW

continued from p512

enforced for the past 25 years."

Mr Appelbe's successor, barrister Susan Marsh, is not a pharmacist. Mr Appelbe is surprised, but diplomatic, given his "disappointment" at leaving the job he held for 13 years. "I would have thought there was a great advantage in having the two disciplines — pharmacy and law. My successor will obviously have to rely, particularly in the early days, on the pharmaceutical expertise around her."

Back in 1977 he says he was probably considered the natural successor to Dale and "I think I followed the same principles and systems he did. Obviously we had to develop our procedures to follow judges' rules and subsequently the taking of evidence under the Police and Criminal Evidence Act (PACE). And as pharmacists were getting better representation from the Chemists Defence Association we had to tighten things up. When you lose cases on technicalities you start looking at procedures."

The role of the inspectorate had changed considerably as a result. "If you found something seriously wrong in the old days you dealt with it with the pharmacist and submitted a report, which might then have gone to the Law or Ethics Committee. You can't do that these days. As soon as you know an offence has been committed, you have to issue a caution."

### Fascinated by ethics

Mr Appelbe admits he has always been fascinated by ethics. He became secretary of the Ethics Committee in 1974 and only delegated the job in the mid-80s.

He's a firm supporter of self-discipline, though he says at times the profession seems to concern itself too much with trivia. "Look at the Code of Ethics over the years. We seem to be almost paranoid about advertising. Other things, like professional standards, which in my view are far more important, tend to get left behind. I'm glad that seems to be changing."

He dismisses as "rubbish with a capital R" any suggestion that large companies receive more favourable treatment than the individual. "The Law Department considers a set of premises; it doesn't matter who owns them. If it's a pharmacist, it doesn't matter where he comes from. All infringements are anonymised."

"Having said that, with the larger companies you can deal with one pharmacist and a problem is solved across tens or maybe hundreds of pharmacies. That's what a superintendent is for. His role should be recognised and properly remunerated, and by

smaller companies too."

Standards should be improved, Mr Appelbe says, though he adds that dispensaries have improved enormously in recent years. "There was a period when I was deputy head when there was no support from the centre for inspectors trying to improve standards. Gradually that changed and I like to feel I was part of that."

It seems rarely does a few months go by without a pharmacy politician calling for regulations to be made under Section 66 of the Medicines Act to lay down basic standards for premises. That it wasn't achieved before his retirement is, says Gordon Appelbe, a big disappointment "because I was there in 1968 when the Medicines Act appeared on the statute book".

He says the Society needs the regulations as a deterrent rather than for prosecutions, except for the few pharmacies where ethical procedures are not effective.

"Dealing with these problems under 'ethics' takes such a long time, involving numerous visits, the Ethics Committee, then the Statutory Committee which is always prepared to give the pharmacist another chance."

### Lambeth ambition?

Gordon Appelbe spent 26 years on the Society's staff and 13 of them as head of the Law Department. Many people on retirement never return to their place of employment. Gordon Appelbe, however, hopes to be back. He had not finally decided when C&D interviewed him, but he was thinking about standing for election to the Society's Council. "I'm proud of my profession and feel I still have something to offer," he says.

With his wife, former district pharmaceutical office Marion Hodges, he has set up the Hitherwood Pharmaceutical & Legal Consultancy, advising on aspects of UK and European law and community and hospital practice and management.

Then, of course, there is Dale & Appelbe. The next edition, the fifth, is not due out until 1993, but with text revision taking six months, and a similar time taken by the printer, he expects to begin work before the end of this year.

The new edition of "Dale & Appelbe" — the original title "Pharmacy Law and Ethics" is remembered by few and is gradually losing prominence on the cover — will be "edited by G.E. Appelbe", following the death of Joe Dale last year.

Gordon Appelbe — once dubbed the "Ayatollah of Lambeth" — has no plans for a leisurely retirement from pharmaceutical affairs.



# CLOCKWORK ORANGE

Regular customer  
regular sales!



When customers come to you for advice on relieving the discomfort of their constipation, they may well expect you to recommend a laxative. But most simple constipation is caused by a lack of fibre in the diet. Doesn't it make sense then, to recommend that they relieve their constipation by increasing the amount of fibre they eat?

Unfortunately, many people may be unwilling or unable to change

their diets to include more high fibre foods. This is where you can help, by recommending fibre in a glass — Fybogel Orange.

Because it contains Ispaghula husk, Fybogel Orange can help to replace the fibre missing from so many modern diets, easing the discomfort of constipation and restoring regularity. Fybogel Orange is a convenient, palatable drink, flavoured with natural orange. A natural choice for the management of constipation.

**PRODUCT INFORMATION FOR PHARMACY RECOMMENDATION:** FYBOGEL: **Active ingredients:** each sachet contains 35g Ispaghula husk B.P. **Indications:** constipation, conditions requiring a high fibre regimen. **Contra-indications:** Fybogel is contraindicated in cases of intestinal obstruction and colonic atony. **Dosage and administration:** (to be taken in water) Adults and children over 12: one sachet morning and evening. Children 6-12: half to one 5ml spoonful, depending on size and age, morning and evening. Children under 6: consult your doctor. **Retail price:** at December '90 7 sachets 99p, 10 sachets £1.22. **Product Licence nos.** Fybogel Orange 44/0068, Fybogel 44/0041. Fybogel is a trade mark. Further information and display material is available on request from Reckitt & Colman Products, Hull, HU8 7DS, U.K.





# Oral-B — painting a profitable future

**The state of the nation's dental health is definitely improving — highlighted by the fact that oral care has become the fastest growing sector in the personal care market. Within pharmacies too, the oral hygiene market retains great potential for sales. Oral-B Laboratories, the No. 1 company in the toothbrush market, reviews current trends and explains why a toothbrush can paint a profitable future for the chemist retailer**

With the launch of Oral-B toothbrushes into the UK market twenty years ago, the British public were, for the first time, introduced to the "revolutionary" concept of the professional toothbrush. The subsequent launch of the Plus range in 1988 firmly established Oral-B as the leading UK professional toothbrush brand.

"Encouraging consumers to switch from commodity brands to premium priced professional brushes is the linch-pin of the Oral-B strategy to develop the overall toothbrush market," says Mark Haggett-King, group product manager, "A strategy which has come to fruition in the last year."

## Oral-B at No. 1

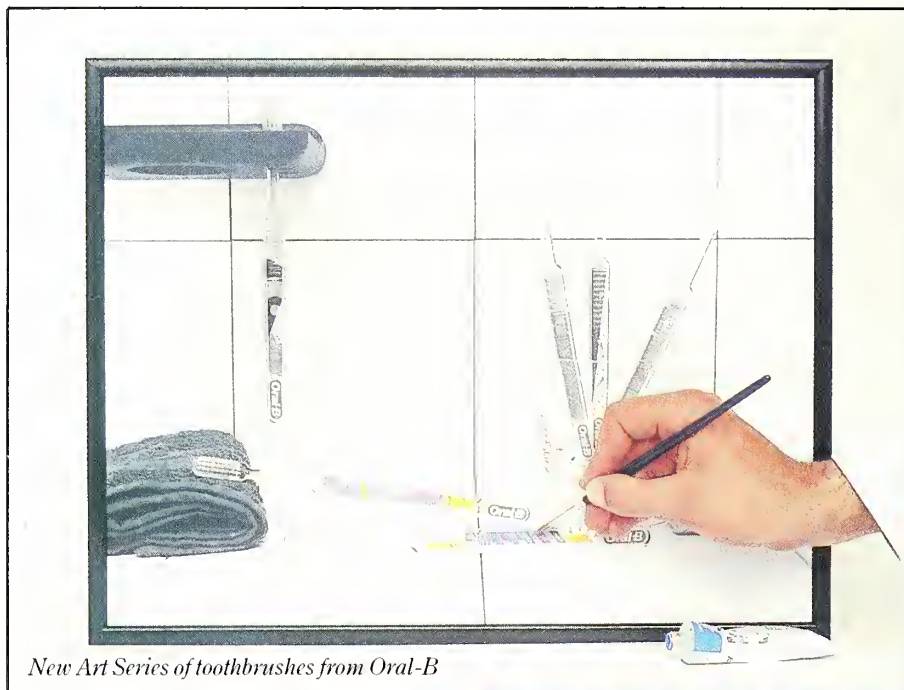
For several years Oral-B have maintained the number one position in the professional toothbrush sector. However throughout 1990, Oral-B held the number one position in sterling terms overall. Towards the end of the year this was further consolidated when, for the first time, Oral-B took over from Wisdom as the number one in unit terms as well, with a 30.6 per cent market share (Nielsen September/October).

"This has been extremely encouraging," says Mr Haggett-King. "Quite simply, more and more consumers are recognising the benefits of technically advanced professional toothbrushes and are willing to pay more for them. This spells out considerable profit opportunities, particularly since sales of professional brushes are historically stronger in the pharmacy sector".

To consolidate the professional toothbrush sector, Oral-B have added a number of new products to their range. The end of 1990 saw the introduction of the Art Series and the Sport Series of toothbrushes (Counterpoints, November 3, 1990) — two ranges of "lifestyle" brushes to appeal to the "sophisticated" consumer looking for colourful design in the bathroom. And in response to growing consumer demand for specialist products for sensitive teeth, the New Year saw the launch of the P35 Sensitive toothbrush (Counterpoints February 1).

## Sales potential

In addition to the range of toothbrushes on offer, better dental health education is one of the reasons why consumers are now more willing to spend time and money on oral care. Dental endorsement, a key benefit of the Oral-B toothbrush range, is a



*New Art Series of toothbrushes from Oral-B*

fundamental element in encouraging a trade-up to professional brands. Mr Haggett-King agrees and adds: "On average the British consumer changes their toothbrush only once every 11 months. However, dentists recommend changing a toothbrush every two to three months. As attitudes to oral care improve this message is likely to penetrate. So looking to the future, given the current trends, the market potential is massive."

## Taking a new angle

The new Plus Angle professional toothbrush (£1.49) is the latest product development from Oral-B Laboratories.

With superior end-rounded nylon filaments to safely and effectively remove plaque from teeth and gums, the new brush incorporates all the technologically advanced design features of the Oral-B Plus brush head on an angled handle.

Many consumers prefer to use a toothbrush with an angled handle and the angle toothbrush market is extremely buoyant, says Oral-B. Plus Angle has been developed to give consumers this choice but with a brush head design to dental profession specifications.



*Effective floss display*



# 'Baby teeth' characters line up



Character oral hygiene products have been the most significant innovation in the children's market. Recent Nielsen data indicates that the character toothbrush sector has more than trebled since 1985, today accounting for over half of the toothbrushes purchased for children. Character toothpastes, too, look likely to demonstrate the same success.

The character toothbrush market was pioneered by Oral-B in 1983. Their current portfolio includes the Bugs Bunny and Disney ranges each comprising four professionally designed brushes for children. Oral-B was also one of the first to enter the children's character toothpaste market with a major character — Bugs Bunny.

Oral-B believe the high profile and longevity of the classic Disney and Bugs Bunny characters is a major factor in the company's long term success in the character market. "Popularity among both children and parents is a key factor," says Mark Haggett-King, group product manager. And he adds: "We have deliberately chosen established characters, with a wide appeal across all ages, and which are not vulnerable to fluctuating trends and gimmicks."

## 'Filling the gaps' — a closer look

According to figures from Oral-B, 60 per cent of interdental products are sold through pharmacy outlets. This is hardly surprising, says the company. Interdental products are a considered purchase, often prompted by dental recommendation. There is a natural link between the pharmacy and health, and the pharmacist plays a key role in advising the consumer on the right choice of product.

### Floss — cleaning up

Within the interdental market, dental floss is still lengths ahead as the number one seller. And in a market that's worth over £4 million, Oral-B believe future prospects are extremely encouraging. "In the States, people use more than five times as much floss as their British counterparts", says Angela McBride, interdental product manager. "Given these statistics, and as attitudes to oral hygiene improve, we can predict a healthy, persistent growth for the floss market in the UK."

Oral-B are fully committed to realising this potential. They are confident the future lies in both giving the consumer a wider choice, and providing products which make interdental cleaning easier — evidenced by the introduction last year of Oral-B Mint Flavoured Dental Tape with Fluoride. The range is certainly extensive and provide the retailer with a comprehensive portfolio of products to suit consumer's individual needs.



### Effective display

Given the variety of products available, effective display to facilitate consumer choice is key. To this end Oral-B have overcome the problems associated with limited shelf space with modular merchandising units. The units slot together and ensure the products remain upright and clearly visible at all times. In addition, earlier in this year, the company introduced a two-tier merchandising system which holds up to 48 blister packs of dental floss. The space-saving format maintains a strongly branded and effective display to enable easy selection by consumers.

### Smiles better!

It's official — smiling is good for our health! And to find out which of the world's favourite celebrities have the brightest smiles the following Top Ten was compiled from research conducted by Oral-B:

- |                   |                    |
|-------------------|--------------------|
| 1. Princess Diana | 6. Madonna         |
| 2. Eddie Murphy   | 7. Kylie Minogue   |
| 3. Queen Mother   | 8. Marti Pellow    |
| 4. Mel Gibson     | 9. Whitney Houston |
| 5. Tom Cruise     | 10. Goldie Hawn    |



## Company car

These days the tax benefits for an employee from having a company car are not what they were. Even so, the words "company car provided" are still a powerful lure to prospective employees, but how should a business finance them?

One alternative is outright purchase. Other options include a purchase contract or a finance lease contract.

Under the last two options the benefits of the ownership are transferred to the contract company along with responsibility for insurance, repair and administration. There is tax relief of up to £2,000 per car per annum available with the purchase or hire purchase methods, but in the case of finance leases the actual rental paid may be set against profits.

## Drug abuse

Unfortunately, all employers will inevitably encounter an employee with a drug problem sooner or later, and the larger the organisation the sooner this is likely to be. The Health & Safety Executive has issued a pamphlet, *Drug abuse at work* which is a guide to employers.

Their aim is to provide practical help to an employee with a drug problem and also to help the employer maintain the necessary levels of productivity, health and safety.

It is not generally known that there are circumstances when charges (such as permitting the smoking of cannabis or not failing to take reasonable care of the health and safety of employees) under both the Misuse of Drugs Act 1971 and the Health and Safety at Work etc Act 1974 may be brought against employers who have employees with drug problems.

## Unsealed...

The famous old legal phrase signed, sealed and delivered is no more. Under the Law of Property (Miscellaneous Provisions) Act 1989 documents now need only be witnessed and no longer sealed. Who can be a witness is not defined in the Act but he or she must at least be old and wise enough to understand what they are doing. She or he does not have to be an adult. Care should be taken that the beneficiary or husband or wife of a beneficiary of a will is not a witness to the testator's signature. The will remains valid but the gift will be forfeit.

# POINTS OF LAW



**"... if the landlord refused to accept a perfectly sound and financially responsible sub-tenant, the matter can be referred to the county court."**

## Sub-letting consent

Very often a business finds that it has a bit of room to spare on one of the floors of a building it has leased, and would like to sub-let. The first thing to be done is to look at the lease to see if this is permitted.

If there is a clause which says that sub-letting is not permitted that is the end of the matter unless the landlord (no doubt for a fee)

can be persuaded to agree to it. However, if the clause says that there shall be no sub-letting without the landlord's consent it is implicit that such consent will not be withheld unreasonably. Finally, if the landlord does refuse to accept a perfectly sound and financially responsible sub-tenant then the matter can be referred to the county court for an order.

## Reference warning

A recurring problem for employers is in what circumstances an employee can insist on being given a reference. In law there is no obligation at all unless that has been part of the terms of ending the employment.

However, if an employer does decide to give a reference that reference must be accurate. If it is false in a material particular then it is possible the former employer may be liable for negligent

misstatement. For example, if the employee has been dismissed for drinking then it is no use saying he is of sober temperament.

References are confidential but with the Data Protection Act 1984 well in force it is possible an employee may get to see a reference given to the new company. For this reason many references are now given over the telephone, although a detailed note should be kept.

## Data Act

A recent survey has shown that the use of computers by small businesses has risen over the last four years from 30 to 40 in every hundred. However, there has been a decline among small business awareness of the need to register uses of personal data under the Data Protection Act.

Although some uses of personal data are exempt from registration, those businesses which should register but fail to do so are committing a criminal offence.

The Registrar of Data Protection has been actively imposing fines of up to £2,000 and costs of as much as £900.

If a businessman has any doubt about the need to register, the Registrar's information service staff in Wilmslow (telephone 0625 53577) will assist.

## VAT cheques

It is not widely known that the Customs & Excise clear cheques for VAT of £10,000 and over within 24 hours, by means of "town clearing" operated by the City of London branches of the main banks.

This means, of course, that it is no use relying on the three or four days grace during which cheques normally pass through the clearing system.

If funds are not available when the cheque is presented this may lead to default, and incur surcharge penalties for late payment, let alone complications with the bank manager.

## Incentive pay

The number of profit related pay schemes has grown from under 150 in October 1987 to over 1,150 by the end of March of last year.

The number of participating employees has grown in that time from some 26,000 to nearly 250,000.

Profit Related Pay (PRP) is that part of pay which varies with changes in the profits of the business in which the employee work. There are certain definite advantages from the viewpoint of the employee as PRP can be tax exempt provided it is made under a scheme registered with the Inland Revenue.

Employers wishing to pay their workforce under such a scheme must register before the date on which the scheme is due to start, and a report from an independent accountant must confirm that the scheme complies with the legislation.



## Making a choice

I found Xrayser's item "Time to be selective" (C&D, March 9) very interesting. I once thought Merrell supported pharmacy and kept sales of all its products — both GSL and P — within the trade. This was until I visited a Superdrug, where I found Merocets actively sold.

My first visit was four years ago and even now Merocets are still on sale in drugstores, alongside Karvol, E45, Discover, Anusol and many more.

So Xrayser is right: one does have to look very closely at the manufacturers which are given prominence on one's shelves. The best thing to do is to visit a Superdrug or a supermarket, and see what they have on their shelves.

A. Patel  
Harrow

## Apportioning the costs

NHS dispensing. Loss leader or gold mine? The answer to my question must be, I suggest, largely subjective. Owner-pharmacists might be interested in comparing their own position with the "model" which follows.

Consider a fairly typical pharmacy, privately owned, with a total turnover of £300,000, made up of NHS £200,000 and £100,000 general.

If the overall gross profit is 25 per cent, we have the sum of £75,000 to cover all outgoings and to produce a profit or a loss — £40,000 comes from the NHS assuming a 20 per cent gross profit, and £35,000 from the rest. After allowing in the expenses for the owner/manager's "salary" of say £20,000, we might be left with a profit of perhaps £15,000, 5 per cent of turnover.

On the assumptions made, the total expenses could be £60,000 made up of, say, the wages, including payment to the owner of £35,000 to £40,000; rent and rates of around £15,000, and general expenses of £5,000 to £10,000.

Now we come to the crux of the matter. This is where subjectivity and the individuality of pharmacies play their part! How do we apportion the cost of the pharmacist and the other expenses between the NHS gross profit of £40,000 and the non-NHS gross of £35,000?

If we allocate *two-thirds* of our £60,000 costs to the NHS, these costs equal the NHS gross profit, leaving no profit there. Allot *one-third* of the £60,000 costs to the NHS and the latter shows a profit of £20,000, that is £40,000 less £20,000. If the NHS is making £20,000 profit but our total profit is £15,000, the non-NHS sector is losing £5,000.

*An offer.* I would welcome information, in confidence, from proprietors, on how they apportion their costs. The data

would be collated and then submitted to *Chemist & Druggist* for publication, preserving the anonymity of those collaborating. Please contact me initially by phone on Brighton (0273) 605293 — evenings preferably. Comparing results can often inspire new thinking and action.

Eric A. Jensen  
Brighton.

*Editor.* Eric Jensen writes our *Pharmacy Economics* series.



Customers were greeted by deputy chairman David Mair (right) — seen here with John Fox of Fox Pharmacy, High Wycombe — at Unichem's first "At Home" held at the Letchworth depot last Wednesday. They were given a tour of the depot and a demonstration of Unichem's Automat machine and the OTC and medical line picking operations. Further "At Homes" will be held over the next few months

### COMING EVENTS

## ABPI law conference

The Association of the British Pharmaceutical Industry is holding a pharmaceutical law conference at Le Meridien Hotel, Piccadilly, London on April 30.

Topics are likely to include clinical trial indemnity forms and compensation guidelines, trade marks, representative actions, confidentiality of data, copy right and patent term restoration.

Further details are available from Karen Falkner at the ABPI on 071-930 3477.

### Tuesday, April 2

**East Metropolitan Branch, RPSGB.** Wanstead Library, Spratt Hall Road, 7.30pm. Annual general meeting and cheese and wine reception plus video on preventing HIV infection.

### Thursday, April 4

**Weald of Kent Branch, RPSGB.** Postgraduate Medical Centre, Kent & Sussex Hospital, Tunbridge Wells, 7.45 for 8pm. "Antibiotics in perspective" by Dr Gladstone, Department of Microbiology, Kent & Sussex Hospital.

### Friday, April 5

**Somerset Branch, RPSGB.** The Crest Hotel, Taunton, 7.30 for 8pm.

Sesquicentennial celebration dinner and cabaret, with guests David Coleman, vice-president RPSGB and David Nicholson, MP, Taunton.

### Advance information

**Buckinghamshire Local Pharmaceutical Committee** annual conference in the Pavilion, The Bell, Aston Clinton on April 14. Details from Judith Westhoff on 08444 5121.

**Technomic Publishing AG.** "First international conference on pharmacokinetics — from R&D to approval and marketing", Hotel Metropole, Bursseles, April 22-24. Details from Frank Versaci on Basel 061/435226.

**Management Forum.** "Patient information and package inserts in Europe", London, April 26. For details call 0483 570099.

**National Pharmaceutical Association** Southern Regional dinner. The Dorney Hotel, Ferndown, Dorset, May 1, 7.30 for 8pm. Details from Ann Northey on 0727 832161.

**British Association of Pharmaceutical Physicians.** "The changing health service — can pharmaceutical medicine adapt?" at Royal Society of Medicine, May 1. For details call 071-491 8610.

**Society of Cosmetic Scientists.** "A dermatologist's view of cosmetics" by Dr I. Foulds, Great Barr Hotel, Great Barr, Birmingham, May 2. Details from Mrs Weston on 0582 26661.

**British Institute of Regulatory Affairs.** Workshop on strategic management at the Chartridge Management Centre on May 2. Details from Jean Anderton on 071-499 2797.

## PILLS

— the every week story of pharmacy folk episode 53.

## "PRISM STOCK TRANSFER

was very efficient" said Peter Neal M.R.Pharm.S. of Hemel Hempstead.

*"It was very important to me that I did not loose all of the data from my Prism system and you were the only company willing to make the stock transfer for me."*

**P**atient Records  
**I**nteractions Alert  
**L**abels  
**L**eafllets  
**S**tock Controls



Peter Neal is also very pleased with other aspects of the PILLS system: "Customers are very pleased with the information leaflets. Two or three a week ring up to say that the service that we are giving is superb. My locum says that it is the easiest PMR system to use. It is brilliant."

**Hadley Hunt**

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# BUSINESS NEWS

## BCA boost turnover

Bradford Chemist Alliance, the West Yorkshire-based co-operative wholesaler, boosted turnover by 10.5 per cent last year to £34.7 million.

Profit before taxation rose 59 per cent compared to 1989, to a record £777,476. This is in addition to the £2,283,267 returned to shareholders during the year as discount.

Chairman Bruce Moss says BCA is now one of the country's largest independent wholesalers. Capital and reserves have risen by 49 per cent in the past three years to £2.361m.

At the annual meeting the directors proposed a dividend increase of 17.5 per cent to 135 per cent on each £2 share: £265,829 has been retained to increase financial stability and reduce outstanding debt. Shareholders have been asked to revalue their holding from £23.50 to £26.50 per unit.

Mr Moss said BCA will continue to review its discount terms in the light of market trends. During the year 3,121 shares (3.52 per cent) changed hands and 15 new shareholders were recruited.

OTC, together with the Numark franchise, accounts for 19 per cent of business. "While a relatively small amount compared to our ethical turnover, it makes a useful contributions to profits and helps us to remain competitive," said Mr Moss. Turnover for the first five months of this year is up 11.76 per cent.

**Booker**, whose food distribution, agribusiness and health interests include Kingswood Chemists, Booker Nutritional Products and Holland & Barrett, have boosted pre-tax profits by 14 per cent to £102.9m for the year ending December 1990. Health Products showed £12.1m profit on the back of strong profits in the US at P. Leiner and in the UK at Kingswood. Holland & Barrett and Booker Nutritional Products fared less well, particularly in the second half of the year.

## Unichem franchises underway as profits up

Unichem have bought their first franchise pharmacy and negotiations on a "couple of dozen others" are at an advanced stage, chief executive Peter Dodd said on Monday. "Money will not be a limiting factor in building up the franchise operation," he said.

The company, which converted from a friendly society last year, has reported a turnover up by 11.5 per cent to £873 million in the year to December 31, 1990. Operating profits rose by 24.6 per cent to £19.3m (all comparisons made are based on the previous two proforma years). Pre-tax profits were up 13.1 per cent to £16.3m, and earnings per share rose 9.7 per cent to 13.6p (fully diluted up 8.8 per cent to 12.4p). The Board is proposing a final dividend of 1.5p per share for the six months Unichem has been a public limited company.

Medical sales growth was up 12.5 per cent and prescription medicine sales 10.7 per cent, 1.5 per cent above the average for the industry (based on Prescription Pricing Authority figures).

Unichem now claim 30 per cent of the retail pharmacy wholesale market, which does not suggest the exodus of business predicted in some quarters once the company was floated, said financial director Jeff Harris.

Some 9-10 per cent of OTC sales are now own brand. Operating margins were up by 0.2 per cent to 2.2 per cent. Labour

productivity was improving due to the warehouse automation programme, which is expected to continue.

Earnings were up 13.4 per cent to £10.6m but suffered from higher interest costs and the financing of the new Letchworth warehouse. The losses from Unichem's wholly owned disposable nappy manufacturer Neptune Industries were consolidated for the first half of the year and no further loss is expected.

The company had no borrowings at the end of December: money in the bank amounted to £29m and term loans, due to the rights issue, accounted for £23m, giving a net cash position of £6m.

Chief executive Peter Dodd said the results were ahead of the prospectus forecast. The current year had started well in spite of the adverse economic climate, although the OTC side remained sluggish.

Unichem is to exercise its option to acquire a 17 per cent stake in the quoted German wholesale operation PAG Pharma-Holding, and the exchange of shares is expected to be completed in the next few weeks.

Pharmacists still hold 73 per cent of Unichem's equity. The figure has fallen because a large proportion of last year's rights issue was sold off.

## AAH core stock list

AAH Pharmacy Concessions and Super Vantage have taken a further step towards introducing a core stock list, which will act as a "must stock" inventory for the 200-plus pharmacies involved.

The core stock list will be controlled by AAH Pharmaceuticals, and to ensure proper implementation at retail level, specialised field teams will visit shops to ensure compliance. Their tasks will be to train shop staff to ensure "must stock" lines are maintained on shelves.

The core stock list will be issued to retailers quarterly in the form of a stock book. In a letter sent to manufacturers recently, AAH say the procedure is used by many multiples within both pharmacy and other retailing sectors.

AAH will identify for manufacturers the proportion of their sales through Vantage pharmacies compared to AAH's customers generally. In return AAH say they expect to receive retrospective discounts on the retail proportion of business, which will be used to help defray the costs of the field team.

Manufacturers are also being asked to identify what margin support they are prepared to provide to ensure continued inclusion in the core stock list. If the margin is insufficient, lines may be delisted, warn AAH.

**The Fine Fragrances & Cosmetics Group** has acquired the trade marks and stock of both the Taylor of London and Mary Chess businesses from the Receiver for an undisclosed sum. Turnover of Taylor of London was in excess of £1 million. The two brands join an expanding portfolio which includes fragrance brands Caron, Bal a Versailles, Jacomo and Raffles and toiletry lines Fade Out, Regina Skincare, Hardy Amies and Rina Ketty. Managing director Keith Rockhill says there will be no disruption to supplies and out of stock problems will be quickly resolved. The company currently exports to some 50 countries.

## Minority opt for lower prices

Some manufacturers are reducing trade prices, rather than increasing retail prices to reflect the rise in VAT to 17.5 per cent.

Those who have notified the C&D Price Service are Vitabiotics, Stafford-Miller (Ende-Kay gum), Caretime, Booker (some Healthcrafts range), and Montagne Jeunesse on some of their range.

Manufacturers are more likely to absorb the VAT increase if the new rate would take a product over a psychological price barrier.

Pharmacists wishing to recoup the extra VAT on their stock can pass the cost on in the retail price, provided it is not price maintained.

Full details of C&D Price Service's post-Budget plans can be found on p486.





## Gillette: MMC reports

The Trade and Industry Secretary has ordered Gillette to sell their equity and creditor interests in Swedish Match, the parent company of Wilkinson Sword.

A Monopolies and Mergers Commission report, published last week, concluded that Gillette's involvement in Swedish Match weakened the competitiveness of their main UK rival, strengthened their own position and reduced potential competition, resulting in higher prices and reduced consumer choice.

Another MMC report published last week, on the UK supply of razors and razor blades (Cm 1472; HMSO, £11.60), found that a monopoly exists in favour of Gillette UK Ltd, Gillette Industries Ltd and the Gillette Co.

Swedish Match were formed by a leveraged buy-out in 1989 of the consumer products division of the Swedish company Stora, which included the Wilkinson Sword business. Gillette played the central role in initiating and developing the buy-out arrangements. They structured their involvement so as not to have any influence over Swedish Match, because of concern about possible action by competition authorities, but took 22 per cent of the equity as non-voting convertible loan stock and provided almost \$69 million in mezzanine debt.

The MMC commented that a prudent Wilkinson Sword management would be bound constantly to take into account the fact that Gillette were major shareholders in, and largest creditors to, their parent company.

A statement issued by Gillette said the company is "surprised and disappointed in the MMC recommendation". Their principal objective was to acquire the Wilkinson Sword wet shaving business outside the EEC and the US.

Gillette are planning discussion with the UK's competition authorities to consider the MMC's concerns.

## Numark's new look echoes green cross

Numark have launched a new independent pharmacy store design based around the colour of the traditional pharmacy green cross. The move is a key part of the on-going relaunch programme, or total marketing scheme, the voluntary trading organisation has been developing over recent months.

Gone is the familiar blue Numark "pregnant brick" logo, and in its place, design consultants Crabtree Hall have introduced a clear green illuminated fascia with the Numark name. The individual pharmacist's name will be prominently displayed below.

Launching the new design at the Royal Pharmaceutical Society's headquarters, Numark managing director Terry Norris said: "There is still room for improvement in the retailing standards of independent pharmacy."

He believes Numark's new retailing concept will help. "Consumers now aspire to standards and an ambience of the highest level."

Mr Norris emphasised that Numark regard the launch as embodying an entire retailing concept, not just a re-design or re-fit.

Key elements include:

- ☐ Illuminated green fascia and cream shopfront
- ☐ A service panel detailing opening times and services
- ☐ Four or eight panel presentations on point-of-sale units
- ☐ Display modules based on 8 by 5m units
- ☐ A consultation bay
- ☐ Covered bulkheads for storing outers
- ☐ Marble-style and chrome dispensary counter design

Numark's retailing concept has been developed in close consultation with their Retail Advisory Board. Chairman Don Ross said: "The retail concept has been designed to raise the standards both of retailing and of

display, fascia and shop front which form the public's impression of pharmacy."

"RAB members have combined all our separate interests, wishes and strengths to produce vital new and practical ideas, which retailers are crying out for."

The organisation estimates the cost runs from a minimum £5,000, covering a complete new shopfront, fascia and two display units, to a maximum of around £27,000 if a shop is being fitted from an empty shell.

It is hoped that retail members will have made the change by the end of three years but accept that it may take longer.

## Cheque fraud up £6m

Cheque card fraud rose by £6 million in 1990 to its highest level yet, with losses reaching £28.5m, says the Association for Payment Clearing Services (APACS).

The Association is launching an anti-fraud campaign focusing on the retail sectors most at risk, including supermarkets, major multiples and fashion outlets. Activities will include advertising in trade journals and a targeted direct mail campaign.

APACS says it will be working closely with retailers to determine practical ways in which financial institutions can assist in staff training to reduce fraud. Its members, which include all major clearing banks and building societies, issued an additional 4 million cheque cards last year.

## S&N dip 5pc to £132m

Smith & Nephew are poised to move into regime skincare in May with Nivea Visage, chief executive John Robinson revealed last week. The Lil-lets range is also being relaunched.

However, announcing the company's annual results, he said demand in the skincare market was down in the last quarter for the first time in a decade. This was reflected in the flat performance of the company's consumer products division, which include the Simple, Dr White's and Elastoplast brands. Accounting for 19 per cent of total business, sales were flat at £138 million.

Overall, S&N's profit before taxation fell 5 per cent to £132.1m on a 3 per cent rise in turnover to £729.7m (last year's figures were restated to make provision for £5m interest charges following the refinancing in October of a £90m convertible bond issued in May 1987). Earnings per share dropped 4 per cent to 9.2p. The final dividend is up to 4.35p.

Borrowings stand at £84m compared to £159m at the beginning of the year and gearing has been reduced to 31 per cent

from 63 per cent in 1989.

Mr Robinson said the company had come through a difficult year due to the down-turn in the market for latex gloves. Withdrawal costs from the manufacture of examination gloves were £15.2m.

Taking out external factors, underlying business in wound management, implants, casting bandaging and other medical products showed excellent growth, said Mr Robinson. The medical division showed profits of £62.5m on sales of £352.8m; and in the surgical division profits were up to £46.4m.

The company is appealing against a \$96m damages award made against it in the Polteco lawsuit. The appeal was filed last July supported by a \$166m bond. No provision is made in the accounts.

**Corporation tax thresholds:** In our Budget report last week we should have said companies now can earn profits of up to £250,000 before paying more than the 25 per cent rate, with the limit for marginal relief raised to £1.25m.



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# ABOUT PEOPLE

## MADPIGS and Englishmen

Calling all golfers! The Manchester and District Pharmaceutical Golfing Society wants you.

They are celebrating their 70th anniversary on May 11 and are looking to increase numbers from the present 30 members, some of whom travel from North Wales and Cumbria to play.

"There must be many pharmacist living within striking distance of our venues who are not aware of MADPIGS' existence," says honorary secretary Bob Taylor. For the uninitiated, MADPIGS is how the Society is fondly known — the I is for International to take into account their planned trip to the Edinburgh centenary in 1997!

The Society meets on alternate Wednesdays throughout the Summer. Golf in the afternoon is followed by dinner and a prize presentation in the evening.

This year they have 13 events on their calendar, including three matches: a triangular versus Birmingham and Leeds Chemists Golfing Societies, a match against ICI Pharmaceuticals, and one against Liverpool Chemists.

The courses they play are: Shrigley Hall, Dunham Forrest, Pleasington, Bolton Old Links, Haydock Park, Woodsome Hall, Fairhaven, Burnley, Romiley, Royal Birkdale, Hopwood and Worsley.

MADPIGS would like to thank the pharmaceutical companies who sponsor their golf days. Their generosity means that they can charge members "very modest" annual and events fees.

"If you are a pharmacist and a club handicapped golfer in the Manchester area we are too good to miss," says Bob Taylor. Joining some ten years ago after a publicity campaign mounted by Syd Tobias was "the best social decision" of his life! Contact him on 0282 615325 (work) or 0282 29817 (home).



Winner of the Scotchem computer draw was local pharmacist Mrs K Cuthbertson from Ardmillan pharmacy in Edinburgh. Commenting on her win she said: "It will certainly make life in our busy pharmacy a lot easier, and make us more efficient." She is shown receiving her computer prize from Maurice Hoare, Scotchem's exhibition manager

## APPOINTMENTS

**Robinson Healthcare** have appointed Clare Harvey, currently responsible for their sanpro range and Feverscan products, as product manager Inco; she retains responsibility for Feverscan. Sarah Hindmarsh, previously marketing assistant, takes over on sanpro.

**Warner Lambert Confectionery** Jim Parker, previously senior product manager for Clorets moves up to marketing services manager. He is now responsible for co-ordinating advertising, public relations and sales promotion activity for Halls Mentholypus, Clorets, Dentyne, Stimorol, Fruitella, Mentos and Dummy.

**Doncaster Pharmaceuticals Group** have appointed Philip Walker as marketing director and David Stevenson as sales development manager. This is part of the group's ongoing rationalisation of their businesses and internal systems.

**Medicopharma UK** have appointed Graeme Kerr as general manager of their Macarthy Medical Harold Hill operation. He joins them from Vestric. Reporting to him will be John Bailey, who has been promoted to divisional manager. **Lederle Laboratories** Dr Alan Davies moves to become medical affairs manager in the general practitioner division from the same post in the hospital division. His successor there is Dr Donna McVey, previously Lederle's medical adviser.

**Clinical Standards Advisory Group** Dr Gordon Higginson, vice-chancellor at Southampton University, is to be the first chairman. The new group, to be established under the 1990 NHS and Community Care Act, will assess and monitor clinical standards of care in NHS hospitals and units. It will also advise on standards in independent hospitals where NHS patients are treated.

## Snowfire Chap wins

Students of the turf who follow the form of J. Pickles & Sons racehorse Snowfire Chap won a few guineas again last week as the horse triumphed by the odd length in a three miler at Kelso.

Since joining trainer Mary Reveley last August the horse has had four wins, three seconds and a third place in nine outings.

Pickles managing director Simon Horner says he had been looking at the Scottish Grand National for Snowfire Chap, but they have decided to call it a day for this season.

"He's had a long season and when I spoke to the trainer at the weekend we decided to rough him out and give him some Spring grass. He's had a fantastic season and as a nine year old next year he should be reaching his peak."

Mr Horner adds that as well as having a great following among Pickles staff and customers, the horse is something of a local celebrity in Knaresborough. "There's not a copy of the *Racing Post* to be had when he's running," he says.

## Crookes give sand away

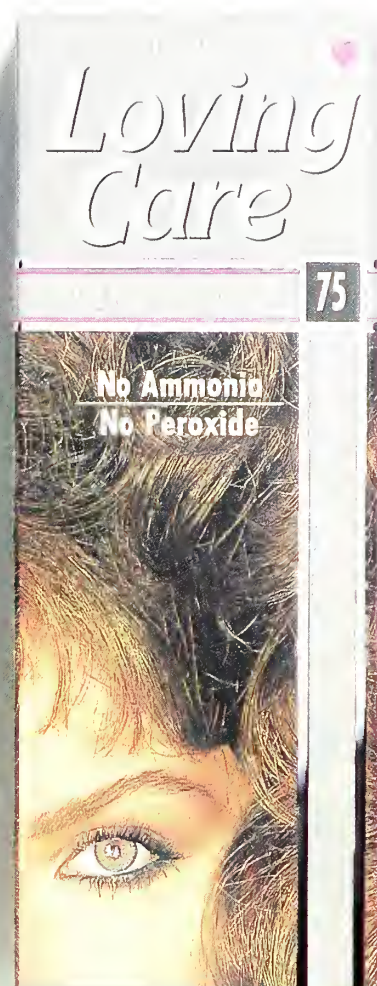
Crookes Healthcare have donated the sand used in their new Sun E45 commercial to a worthy cause.

The 2.5 tonnes of sand needed to create the picture postcard scene was donated to the South London Children's Scrap Scheme to fill sandpits in nurseries.

The Scrap scheme supplies materials for play groups, education activities and people with special needs. For further information write to: The Federation of Resource Centres, 25 Bullivant Street, St Anns, Nottingham NG3 4AT.



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# Counter

CHEMIST & DRUGGIST PUBLICATION FOR PHARMACY ASSISTANTS

MARCH 1991

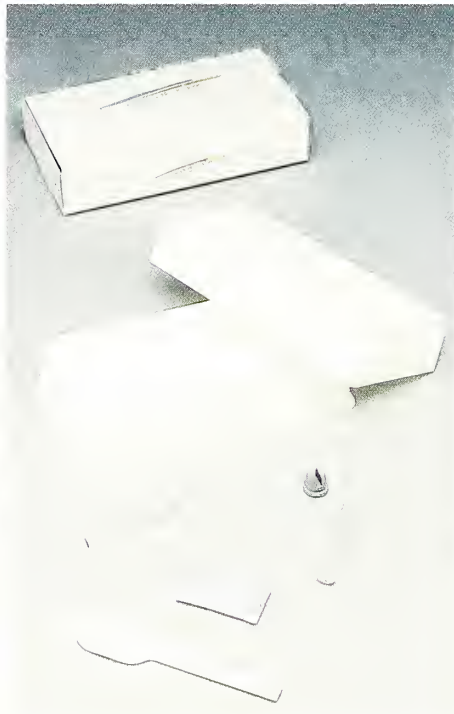
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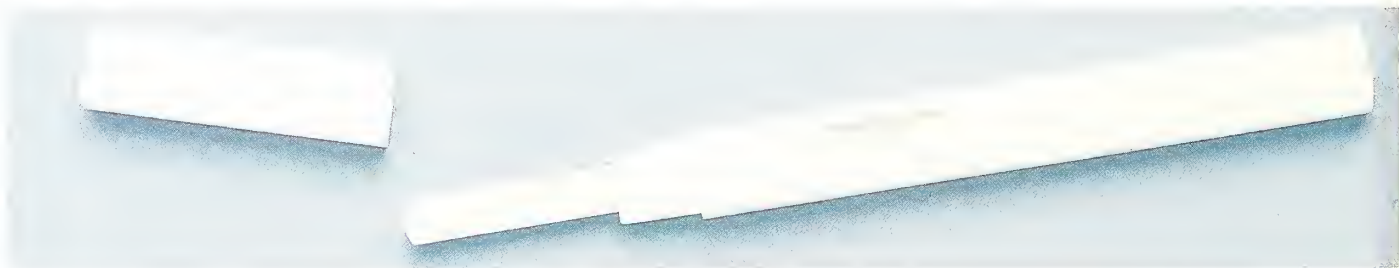
# Can you honestly recommend any other home pregnancy test?



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OVER THE

# counter

A CHEMIST &amp; DRUGGIST PUBLICATION FOR PHARMACY ASSISTANTS

VOLUME 3 NUMBER 26 MARCH 1991

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**FOCUS ON...MEDICINES IN CHILDREN**

Community pharmacist Jeremy Clitherow looks at the particular problems presented when the patient is a child

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**HAVE YOU GOT ANYTHING FOR CONSTIPATION**

Our new series continues with a look at Arthur Maladie's embarrassing problem, which causes him to seek help in his local pharmacy

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**GIVE YOUR WINDOW DISPLAY THE ONCEOVER FOR SPRING**

Designer Beverly Fuller looks forward to Easter bunnies and the season of renewal for inspiration for the shop window

16

**BEAUTY BASICS OF HAIR REMOVAL**

All things depilatory are the subject of this month's Beauty Basics feature, with an *Over the Counter* guide to what to recommend

20

**SHOWCASE**

Two and a half pages of what's new on-shelf this month

23

**COUNTERVIEW**

Back in her accustomed slot inside the back cover, Verity looks back on a month when the snow caused problems for customers

## Quiz

**£250 to be won**

**£25 prizes will go to the senders of the first ten correct entries opened after the closing date**

Correct answers for all ten questions in this month's Quiz can be found within the covers of this issue of *Over the Counter*. Write your answers on a piece of paper or a postcard, add your name and pharmacy address and send it to the address below. Entrants must be assistants employed in a registered pharmacy for a minimum of six hours in a normal week. Only one entry is allowed from any one person. The answers and names of the winners will appear in the next issue of *Over the Counter*.

Closing date for entries: **Monday, March 11**

Send completed answers to: Quiz No 9, *Over the Counter*, Chemist & Druggist, Benn House, Sovereign Way, Tonbridge, Kent TN9 1RW.

1. How many days apart should doses of Pripsen be taken?
2. Why can diarrhoea in a baby rapidly prove fatal?
3. Name three causes of constipation.
4. How does an osmotic laxative work?
5. Which common analgesic is no longer recommended for children under 12 because of a link with Reye's Syndrome?
6. What method of hair removal is best for feminine facial hair?
7. Which two anti-smoking lozenges are in the news this month?
8. Name two ways of using fabric to cover a wall to give your window display that something extra.
9. From what age can Junior Kwells be recommended?
10. Who has just relaunched Color Set?

**Last month's winners**

Miss Susan Ironman, Lister Chemists, 123 High Street, Ibstock, Leics. Mandy Hedgecock, Boots The Chemist, 40-46 London Road, East Grinstead. J.R. Aslett, Lloyds Chemist plc, 1 Church Road, Wedmore, Bristol S Westoby, Selles Chemist, 94-96 Queen Street, Withernsea C N Jones, Cadwgan Pharmacy, 2 Alban Square, Aberaeron, Dyfed Mrs J Aucott, Nu-Pharm Ltd, 21 Clarendon Street, Hyde, Cheshire Lisa Wagstaff, Liddington's Chemist, 316 Hillmorton Road, Rugby Mrs N J Nackvi, J L Rankin Chemists, 13 Newmarket Square, Basingstoke Tricia Green, Ferris Chemist, 125 Burnt Ash Lane, Bromley Mrs G Boldison, Martyn Drew Ltd, 1 Blenheim Parade, Allestree, Derby



# Kids and cures

Community pharmacist Jeremy Clitherow of Knotty Ash, Liverpool, looks at the important questions that need answering before recommending medicines for children

The most important factor in dosing children is body weight rather than age. A slowly developing or slight ten-year-old would require a much smaller dose than his counterpart who is built like a juvenile Olympic athlete.

Another important consideration is the development, or deterioration because of illness, of the kidneys, liver and enzyme systems.

## Formulation

The ideal children's formulation tends to be pleasant tasting, usually sweet and fruit-flavoured to suit the child's palate, and usually bright coloured.

Paracetamol, for example, has a persistent bitter taste which, in "cheap" formulations is poorly masked and breaks through, so children will not tolerate the second dose. "Cheap" is therefore "dear" in the long run. There are, admittedly, more economical brands of good paracetamol suspensions than bad.

The move away from synthetic colours, particularly tartrazine, has accelerated but has left, in many cases, a less visually appealing product. But if the product looks and tastes so good, there is every reason to suppose that children playing doctors and nurses may overdose and poison themselves.

Sugar in the form of syrup is now being withdrawn from more and more children's mixtures on the grounds of dental decay. For the same reason, if a children's mixture requires dilution, the preferred diluents will be aqueous and syrup-free.

## Tablets and capsules

Tablets and capsules are not popular with children, who have small and irritable throats. A dry tablet or capsule will often stick and produce baulking and vomiting. It is far better to give a sip of water, fruit juice or milk and then wash them down with a good draught. (Don't forget the incompatibility between antibiotics and milk). Soluble tablets are preferable to non-soluble ones but are often criticised because of their aftertaste. A sweet (sugar-free is possible) or a piece of fruit afterwards is a good bribe.

A lot of nonsense is talked about childproof tops. The available "child resistant" closures represent an easily defeated challenge to many children. Indeed it is the elderly who find child resistant closures so difficult. Many resort to levering them off with screwdrivers, breaking off the upper rim, or just leaving the tops beside the bottles. Anecdotal evidence even suggests the elderly wait until their grandchildren visit them, and ask them to take off the tops.

However, apart from the manipulative skill needed, one bonus of the click-lock type of closures is that it is audible and alerts the parent to the attempt to remove the top. Any measure which prevents poisoning of children is worthwhile.



## Common child medicines

**Antibiotics** For the younger patient, these tend to be syrups and suspensions. Because it is important to maintain the blood level of the antibiotic, doses will be needed every six, eight or twelve hours, depending on how quickly the body removes it.

Many antibiotic syrups are presented as dry granules and have to be reconstituted with water prior to dispensing. Once wetted, the shelf life is limited, and the antibiotic must be kept cool to prevent even more rapid deterioration. This can cause anxiety in

parents — they ask how they can keep the antibiotic safe in the fridge, out of the reach of prying fingers. Recommend the antibiotic is placed in a lockable money box in the domestic refrigerator, in the salad compartment at the bottom.

**Pain relievers** Analgesics relieve pain; some also relieve inflammation (anti-inflammatory analgesics); some also reduce temperature and fever (antipyretic analgesics).

Aspirin is an antipyretic, anti-inflammatory analgesic. Since the link between paediatric aspirin and Reye's Syndrome was noticed, the Department of Health has recommended that no child under twelve years of age should be given aspirin (except under strict medical supervision). When advising prospective purchasers of children's analgesics it is very worthwhile to remind them of the contra-indication of aspirin in children, just in case.

Paracetamol does not have the anti-inflammatory activity of aspirin. For babies, the sweet liquid analgesics are most suitable. They are well accepted and produce fewer

## Baby Medicines

Ailment	Medicines	Action
Colic	Atkinson & Barks Mixture	Antacid
	Dentinox Colic drops	Deflatulent
	Dinneford's Gripe Mixture	Antacid
	Infacol	Deflatulent
	Nurse Harvey's Gripe Mixture	Antacid — Carminative
	Woodward's Gripe Water	Antacid — Carminative
Cradlecap	Cradocap	Antiseptic
	Dentinox Cradle Cap Shampoo	Surfactant
Teething	Anbesol	Anaesthetic
	Bansor	Antiseptic
	Bonjela	Analgesic
	Dentinox Teething Gel	Anaesthetic
	Medilave Gel	Anaesthetic
	Teejel	Analgesic
Travel sickness	Avomine (from age 5)	Antihistamine
	Dramamine (from age 1)	Antihistamine
	Joyrides (from age 3)	Antinauseant
	Junior Kwells (from age 3)	Antinauseant
	Marzine RF (from age 5)	Antihistamine
	Sea-legs (from age 2)	Antihistamine
	Stugeron (from age 5)	Antihistamine

## Children's Analgesics

Name	Age Range (years)	Ingredient
Calpol Infant Suspension	From 3 months	Paracetamol 120mg/5ml
Calpol Six Plus	From 6	Paracetamol 250mg/5ml
Cupanol Under 6	From 3 months	Paracetamol 120mg/5ml
Cupanol Over 6	From 6	Paracetamol 250mg/5ml
Fenning's Children's Cooling Powders	From 3 months	Paracetamol 50mg
Junior Disprol	From 3 months	Paracetamol 120mg/5ml
Junior Disprol Soluble Tabs	From 3 months	Paracetamol 120mg
Junior Panaleve	From 3 months	Paracetamol 120mg/5ml
Junior Paraclear Soluble Tabs	From 3 months	Paracetamol 120mg
Medised	From 3 months	Paracetamol 120mg and promethazine 2.5mg/5ml
Panadol Junior	From 6	Paracetamol 250mg/5ml
Panadol Baby & Infant	From 3 months	Paracetamol 120mg/5ml
Paramin capsules	From 3	Paracetamol 120mg
Solpadeine Tablets	From 7	Paracetamol 500mg, codeine 8mg, caffeine 30mg



# Tixylix now soothes night-time coughs from here



## right down to here

See how Tixylix measures up now. Tixylix is specially made for children and now there's a new dosage level which means you can recommend Tixylix for children right down to the age of one.

Each Tixylix pack now comes with a measuring cup to provide dosage compliance and to help mothers administer the new dose of 2.5ml for 1-2 years old. For children 3-10 years the dosage remains at 5ml, as directed on the carton.

The pleasant blackcurrant flavour of Tixylix helps it go down well, too. Tixylix gently soothes children's night-time coughs to sleep, whilst

relieving other cold symptoms like sore throats, runny and blocked up noses.

Heavyweight Tixylix advertising returns this winter so your Intercare representative will be calling with a new counter prescribing fact sheet, campaign details and special winter bonuses. Now that the age range has been expanded you can confidently include children from 1-10 years old in your recommendation. Tixylix is a pharmacy only product.

**Tixylix. No. 1 for a growing range of children**



**COUNTER PRESCRIBING FACT SHEET PRESENTATION:** Tixylix is a blackcurrant flavoured cough linctus developed specifically for children. Each bottle contains 100ml linctus, and is supplied with a measuring cup. **COMPOSITION:** Each 5ml linctus contains Promethazine hydrochloride B.P. 1.5mg, Pholcodine B.P. 1.5mg. Contains the equivalent of ethanol B.P. 3.8% v/v. Preservatives E211, E221 and E223. Sugar 67.8% w/v. **USES:** Tixylix provides symptomatic relief of coughs and colds in children. It is particularly beneficial for night coughs. **PRINCIPAL ACTION:** Tixylix contains both an antihistamine (Promethazine hydrochloride) and a cough suppressant (Pholcodine). Promethazine hydrochloride is a phenothiazine derivative. It has a prolonged antihistamine action. It is usually taken at night as it also has a pronounced sedative effect. Promethazine hydrochloride also has marked local anaesthetic properties. Pholcodine is a cough suppressant with mild sedative but little analgesic action. It can relieve local irritation of the respiratory tract for about 4 to 5 hours. Pholcodine is indicated for the relief of unproductive cough. **RECOMMENDED DOSAGE:** Using the measuring cup provided, the following doses are to be given 2 to 3 times a day. Children 1-2 years: 2.5ml, 3-5 years: 5ml, 6-10 years: 5ml to 10ml. **CONTRA-INDICATIONS, WARNINGS ON PACK:** a) As with other products containing antihistamines Tixylix carries the following statutory warnings:- 'May cause drowsiness. If affected do not drive or operate machinery. Avoid alcoholic drink.' b) Parents are advised to consult their pharmacist or doctor if their child is taking other medicines. c) There is a warning against exceeding the stated dose. **PHARMACEUTICAL PRECAUTIONS:** Tixylix should be protected from light and stored at a temperature below 25°C. **LEGAL CATEGORY:** Pharmacy medicine [P] **PRODUCT LICENCE NUMBER:** PL 0255/0026

**INTERCARE**

Building brands for you and your customers.



problems in administration of either the initial or subsequent doses. As the child develops, tablets become more acceptable. Do remember, however, that a youngster with an acutely sore throat will be unwilling and unable to swallow a tablet, particularly one the size of paracetamol. The appropriate dose can easily be given using a liquid paediatric formulation.

**Topical pain relievers** Cold compresses, ice, witch hazel, pain-relieving sprays and cold running water are all useful topical analgesics. They cool, reduce the inflammation and are eminently suitable as the first line defence after injury. The personal contact helps too. TLC (tender loving care) works miracles on invalids of all ages and yet does not appear in any formularies.

**Cough products** The group of preparations known as **antitussives** stop children coughing. They are effective in preventing disturbance of sleep through troublesome tickling coughs — a benefit to the patient, his parents and his brothers and sisters. Antitussives should not be used in productive coughs which expel the irritant matter from the lungs and airways. Expectorants are used in these cases.

**Linctuses and demulcents** line the throat with a syrupy, sticky bland coating to relieve irritation. The best known formulations are simple linctus; glycerin, lemon & honey and pholcodine linctus.

Codeine, and less so pholcodine, are also cough suppressants. Codeine linctus is, therefore, both an antitussive and a linctus. It is a powerful medicine and will produce constipation and dependence with long-term use.

**Anthelmintics** The term worming mixture is acceptable for use on horses, dogs and cats, but sounds objectionable to most humans when it's their own children being treated. Helminths are worms. An anthelmintic is a worm antidote.

Children's worms will usually be threadworms, but not always, particularly if there has been recent foreign travel to exotic places. Never forget that the chef who prepared your last meal out might also just have returned from somewhere exotic and tropical. It is easy to become infected because of someone else's lack of hygiene.

There are two main ways of getting rid of worms. One relies on paralysing the worm, disconnecting its adhesion to the gut wall and then flushing it out with a mild laxative. The other, usually for the bigger and more tenacious varieties, utilises a wormicide — a worm killer.

The brand leading paediatric threadworm preparation, Pripsen, is presented as flavoured granules containing piperazine, in a two sachet pack. Depending on the age of the patient, a proportion of one sachet is given, in milk, straight away and the same amount from the other sachet 14 days later. The delay allows any developing eggs which were not removed by the first dose to be eradicated by the follow-up dose.

It is a good practical idea to dose all members of the family at the same time and to advise that the date of day 14 be written prominently on the second sachet to remind and ensure patient compliance. Tactful advice on hygiene should also be given.

**Antidiarrhoeals** Diarrhoea in a baby under 12 months of age can prove fatal in less than 24 hours due to dehydration. Do be careful. Ask how old the child is and how long they have been suffering in every case of paediatric diarrhoea.

The recommended treatment now is re-hydration therapy using multiple electrolyte (salt) replacement. Water alone will not replace the lost salts and minerals. The

presentation of this therapy is usually in sachet form, usually flavoured. The powder contents are added to a measured volume of water, before sipping slowly.

**Motility regulators** decrease the irritability of the bowel. The shorter the time the contents remain in the bowel, the less water will be absorbed. So if we cause the bowel to retain its contents for a longer period, the colon will absorb more water and the faecal matter will become more formed. In theory, no more diarrhoea. Retention for too long will reverse the condition and produce constipation.

**Kaolin** is a bland absorbent light powder. It coats the irritated lining of the bowel and absorbs the noxious and irritant culprits which are causing the problem.

**Anti-emetics and anti-nauseants** The first question to ask yourself is why is a child being sick? Vomiting is a perfectly natural and protective mechanism employed by the body to remove irritant and toxic substances. Disturbance of the inner ear, which is responsible for balance, will also produce nausea and vomiting. Even the sight and smell of some unpleasant items will cause sickness.

Should an anti-emetic be given? The answer will vary, depending upon the cause.

Travel sickness is easily treated but is difficult to prevent in susceptible children. Dissuasion from reading, and excessive sweet consumption along with taking an interest in the outside environment will all help. Good ventilation to give plenty of fresh air will also decrease the likelihood of nausea spoiling the journey.

Some children's travel sickness remedies

are rapid in onset and can be taken without water. Others take up to half an hour before any effect is felt but can confer a full day's protection.

The antihistamines can be subdivided into those which do cross the blood/brain barrier — the traditional remedies — and the newer formulations which do not. The major side-effect of the former is sedation. They also tend to interact with alcohol (irrelevant for most children).

A commonly recognised property of antihistamines is the treatment of the itching, swelling and inflammation following contact with an allergen. Hives, lumps and bumps, red streaming eyes, hay fever and nettle rash will be well known to all parents. Treatment is symptomatic, using an antihistamine.

## Apparently trivial symptoms

The trivial symptoms related by a distraught mother may well mask life-threatening conditions. Be alert. A request for ear drops is just such a case. Why does the child need the drops? Is it wax? Is it earache, a perforated eardrum, something lodged down the ear or a raging infection due to erupt at the dead of night?

A headache will probably be real, but it may be imaginary and a call for help or attention. Is a stiff neck also present? Could it be meningitis? Is there any visual disturbance? If you don't ask, Mum will probably not tell you.

The moral is to ask — every time, and tell your pharmacist if you have any suspicions of anything more than a simple ailment.

## Some Children's Cold Treatment

Name	Age Range	Action
Actifed Syrup	From 2	Decongestant
Afrazine Paediatric	Up to 5	Decongestant spray
Aller-eze	From 3	Decongestant
Congesteze Paediatric	From 1	Decongestant
Congesteze	From 6	Decongestant
Day Nurse	From 6	Decongestant/analgesic
Junior Mucron	From 2	Decongestant
Karvol	Young	Inhalant
Lemsip Junior	From 3	Decongestant/analgesic
Mentholatum Balm	Young	Inhalant
Night Nurse	From 6	Decongestant/analgesic
Otrivine Children's Formula	Up to 5	Decongestant Drops
Sinutab	From 6	Decongestant/analgesic
Snufflebabe	Young	Inhalant
Sudafed Elixir	From 2	Decongestant
Sudafed Co	From 6	Decongestant/analgesic
Triogesic	From 6	Decongestant/analgesic
Vapex	Young	Inhalant
Vicks Cold care	From 6	Decongestant/analgesic
Vicks Sinex	From 6	Decongestant spray
Vicks Vaporub	From 6 months	Inhalant
Wright's Vaporizer	From 2	Inhalant

## Some Proprietary Children's Cough Remedies

Name	Age Range (years)	Use
Actifed Co	From 2	Dry cough/congestion
Actifed Expectorant	From 2	Chesty cough
Benylin Children's Cough	From 1	Chesty cough/congestion
Bronalin Paediatric	From 1	Chesty cough/congestion
Buttercup Syrup	From 2	Cough
Cabdrivers Junior Linctus	From 2	Chesty cough
Copholco Linctus	From 5	Dry cough
Cupal Baby Cough Syrup	From 3 months	Dry cough
Famel Expectorant	From 5	Chesty cough
Famel Linctus	From 5	Dry cough
Lotussin	From 1	Chesty cough/congestion
Meltus Junior Expectorant	From 2	Chesty cough
Meltus Baby Linctus	From 3 months	Dry cough
Pavacol D	From 1	Dry cough
Pholcomed D	From 1	Dry cough
Robitussin Junior Cough	From 2	Dry cough
Robitussin Expectorant	From 2	Chesty cough
Tixylix	From 3	Night cough





# HERE ARE 2 MILLION REASONS TO STOCK UP ON ROBINSONS



## AND HERE ARE 3 MORE

This year we will be sending out over 2 million free samples of Robinsons Baby Foods. Carefully targeted and personally addressed to reach mothers at important stages in their babies' weaning.

And we've made our Baby Breakfast range even more delicious, so that Banana, Orange and Creamed Porridge all outscore the competition on taste.

Reason enough, we suggest, to ensure that you're well stocked on Robinsons all year round.



THE TASTE OF SUCCESS



# A suitable case for discretion

**It's time to meet the Maladies — every pharmacy's favourite family. There's always something wrong with one of them, and they ask every question imaginable about the medicines they buy. This month Dad Arthur Maladie needs advice on an embarrassing subject...**

Arthur: "Excuse me, I wonder if you can help. I've got a problem. It's a bit embarrassing..."

Assistant: "Come over here to this quiet area away from the till... Now what seems to be the trouble?"

"I'm a little bit constipated and I really feel I need a little help."

"That's what we're here for. Quite a lot of people suffer at some time or other, and there's plenty we can do to help. How long has you been suffering?"

"About four days, and it's very uncomfortable. What do you think might have caused it?"

"Well, the usual cause is a lack of fibre — roughage — in the diet. Low fluid intake can add to the problem, and if you get little exercise you are in danger of it too. Some medicines can also cause constipation. Are you taking anything at the moment?"

"I did have a bit of indigestion the other day, so I took something for that..."

"Some antacids can cause constipation as a side-effect. Are you still taking it?"

"No, it was just a simple bout of indigestion. But if that was the cause this time, what should I be going generally, then, to avoid this in future? I suppose I should take more exercise..."

"Try and drink at least two litres a day. And I don't mean of the alcoholic variety, Mr Maladie



— alcohol is very dehydrating. As for a lack of fibre, are you eating enough fruit and vegetables?"

"How much is enough?"

"Well, at least one helping every day. And try and eat more bran, either in cereals or as a food additive. If you do manage to eat lots of fibre, you should drink even more fluid."

"Yes, I can see that I've perhaps not been doing as well as I might. Now, what about the problem at the moment?"

"There are a number of types of laxative available, and we do sell specialised fibre products too."

"What sort of laxatives do you have? I remember castor oil from the old days."

"I think castor oil is best left alone. It's considered a little too drastic these days. But we do have stimulant laxatives like senna, bisacodyl and phenolphthalein, not forgetting syrup of figs. Then there are osmotic laxatives — we stock lactulose — they work by retaining water in the intestines, so softening the contents. Then we have products which have a more direct softening effect, like glycerin suppositories, and docusate sodium, which you take as a liquid."

"I'm not sure what would be best for me. Is there any advantage

*continued on p10*

**NEW BRIGHTER PACKAGING**

# SURE

Sure-Lax is a gentle and effective laxative trusted for generations that you can recommend with confidence.



# SELLER

Available in bright new tamper-evident tubs.

Sure-Lax is a sure seller — make sure you stock it.

A SURE SHIELD FAMILY REMEDY

**Sure Shield**

English Grains Healthcare, Park Road, Overseal, Burton-on-Trent, Staffs.





## Be prepared for a lift in Senokot sales

A new £300,000 consumer press campaign in support of Senokot has just been launched, and will run throughout 1991. Stressing Senokot's natural heritage and its tried and trusted image, the advertisements are sure to increase consumer demand; so be sure to stock up and display it.

Senokot not only offers your customers gentle, effective relief of constipation, but also offers you the healthy profits of a natural bestseller.



# Senokot

## A Natural Bestseller

#### WRITING INFORMATION:

Senokot. Active ingredients: Each tablet contains standardised senna equivalent to 7.5mg total sennosides. Each 5ml spoonful of syrup contains standardised senna extract equivalent to 5mg total sennosides. Each 5ml (2.73g) spoonful of chocolate granules contains standardised senna equivalent to 15mg total sennosides. Indications: Relief of constipation. Contraindications: In common with other laxatives Senokot should not be given when undiagnosed acute or persistent abdominal pain is present. Further Information: Senokot is a specific. Dosage and Administration: Adults and children over 12 — 2 tablets in 24 hours, or 2 x 5ml spoonfuls of syrup, or 1 level 5ml spoonful of granules, taken at night. Children 6-12 — 1 tablet in 24 hours, or 1 x 5ml spoonful of syrup or 1/2 5ml spoonful of granules taken in the morning. Children 6 and under — consult your doctor. Senokot tablets, PL 0063/5000, syrup, PL 0063/5003, granules PL 0063/5002.

Senokot and the sword and circle are trademarks. Further information may be obtained from Reckitt & Calman Products, Hull, HU8 7DS, UK



in using a particular type?"

"Would you like to speak to our pharmacist about it?"

"If that's no trouble. But thank you very much. You've been very helpful..."

## Further background information

Patients complaining of constipation may well have abdominal distension or discomfort, or flatulence, so check that they mean what they say.

Among the functions of the colon — the large intestine — is the maintenance of a healthy bowel habit. It absorbs water and salts from the bowel contents. If too much is absorbed, the contents become hard and dry, leading to constipation. In the UK constipation is common because our diet is relatively lacking in fibre. This is also reflected in the number of people who develop bowel cancer.

Be careful when patients ask for advice about changing bowel habit. A drastic change, especially in the middle aged or elderly, could indicate a more serious problem, and you should call in your pharmacist, without, of course, alarming the patient.

Constipation is an occasional problem for many people, and is more predominant in the elderly, the inactive (eg the bedbound) and pregnant women, when it is caused by the physical presence of the growing baby. The remedy lies in altering lifestyle to correct any identified faults, with an occasional resort to safe laxatives.

Always beware the possibilities of laxative abuse; regular laxatives can harm the normal workings of the bowel, causing rebound constipation when the laxatives are stopped; laxatives can also be used by anorexics or dieters as they increase the speed of transit of food through the system.

## Some OTC remedies

Laxative type	Product	Main ingredient	Tablets	Liquid	Suppositories	Chocolate
Stimulant	Agarol	Phenolphthalein		✓		
	Beecham's Pills	Aloin	✓			
	Bonomin	Phenolphthalein	✓			
	Brooklax	Phenolphthalein				✓
	Califig	Senna, fig		✓		
	Calsalettes	Aloin	✓			
	Carters Little Pills	Aloin, phenolphthalein	✓			
	Correctol	Phenolphthalein	✓			
	Dulcolax	Bisacodyl	✓		✓	
	Ex-Lax	Phenolphthalein	✓			✓
	Fam-Lax	Phenolphthalein	✓			
	Kest	Phenolphthalein	✓			
	Nylax	Phenolphthalein	✓			
	Senlax	Senna				✓
	Senokot	Senna	✓	✓		
	Andrews Liver Salts	Magnesium salt		✓*		
	Duphalac	Lactulose		✓		
	Milk of Magnesia	Magnesium salt		✓		
Softener	Dioctyl range	Docusate Sodium	✓	✓		
Bulk producers	Glycerin Suppos	Glycerin			✓	
	Fybogel	Ispaghula husk		✓*		
	Fybranta	Bran	✓			
	Metamucil	Ispaghula husk		✓*		
	Proctofibe	Fibrous extract of grain	✓			
	Regulan	Ispaghula husk		✓*		
	Trifvba	Fibrous extract of wheat grain		✓*		

\* Powder/granules making up into a liquid

Correction: Monphytol Paint is a solution, not a spray as stated last month

## 40 receive certificates in one go...in a brewery!

The Bass Brewing History Museum was the unusual venue for what the National Pharmaceutical Association believes is the largest single presentation so far of Medicines Counter Assistant certificates.

The occasion was the completion by 40 assistants of a course run by Richard Dean, managing director of Burton-based chain Dean & Smedley.

The course was run during shop hours. "We decided a long

time ago that training needs to be done during the working day. In the nicest way, we ensure attendance, and the assistants are fresh," Mr Dean says

This approach goes down well with assistants too. Karen Bailey, who works at Dean & Smedley's Horninglow Road pharmacy told *Over the Counter*: "You get an afternoon off work don't you? Everybody was happy to go."

Karen has no doubt she has benefited from the course. "It's

made me more aware of what to sell to customers and what I can't sell. And I've now been trained to ask questions which tell me if I need the pharmacist. Before I just used to ask a few questions that I thought were right."

Mr Dean himself has nothing but praise for the MCA course — he's using the same format for his own 1991 training programme. "When the MCA came up it seemed very good. It dealt with an area — medicines — we hadn't covered before.

"To help with the cost we approached colleagues in the area; we had no problem in recruiting." In all, 11 of the 46 assistants who completed the course were from outside Dean & Smedley.

*Too many to get on one picture. The assistants who passed the Dean & Smedley-organised Medicines Counter Assistants Training Course pose for the cameras at the Bass Museum of Brewing History*







# How Asilone succeeds where others don't.

Unlike products that simply block reflux by rafting action, Asilone attacks the cause of indigestion and heartburn: excess acid.

It neutralises gastric acid and combats wind, whilst gently soothing the stomach lining.

The balanced formula of Asilone Liquid offers both fast action and a lasting effect. In addition, Asilone is extremely low in sodium, which makes it suitable for people on low-sodium diets.

This is why so many doctors prescribe Asilone. And why it's the leading pharmacy antacid.

## Your recommendation for indigestion





# GET THE BEST FROM THE BEST EVER

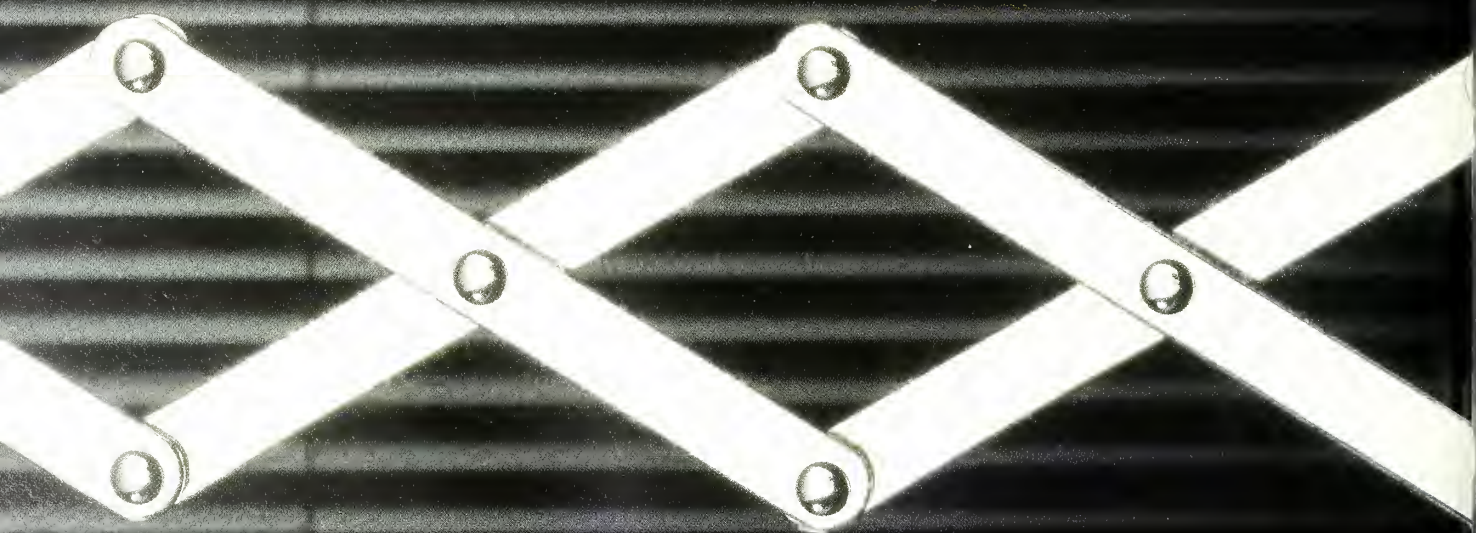
Gillette Sensor the most successful shaving system ever produced has achieved the biggest share of the market in the shortest time of any newly launched system, and is going from strength to strength.

To boost it still further, Gillette are investing £6.9m on TV this year, starting in February. The new commercial for 1991 will also feature the premium shave preparation, Gillette Gel.

During the last period of TV advertising, turnover trebled,\* so make sure you've got plenty of stock in plenty of time for the next burst.

This superb quality product is premium priced to give a high return on sales, which means that when you stock Gillette Sensor, not only are you stocking the best, you're making more money.

**BACK ON TELEVISION IN FEBRUARY (£1.8 MILLION SPEND)**







**Gillette®**

**The Best a Man Can Get™**



# Step out for Spring

**Come the Spring and nature awakes renewed. It's time to wake your window from the dull days of Winter and make a fresh start to the sales year. In her first article of 1991, designer Beverly Fuller provides a few Springtime ideas**

Have you ever studied the art of flower arranging? If so, now is the time to put your skill to use by bringing the freshness of Spring blossoms and foliage into your window. Your display will have to last for a few weeks, so you need to use artificial materials for the most part, but there is nothing to stop you introducing a bowl of Spring bulbs or plants to add a touch of realism to your display. Keep them well watered, particularly if facing the sun.

Colour, fabrics and backgrounds should be carefully chosen to convey an atmosphere of sparkle and newness. Add delicate pink and white blossoms to a colour scheme of pastel shades in yellow, pink or blue and fresh pale greens, or use flower printed fabrics and panels.

Don't neglect line, balance and scale. Check the suitability of the merchandise used in your presentation. It might include soaps, slimming aids, skin and hair care products, baby care and medicines. Aim to keep the focal point of your display at eye level and use your composition to lead the eye to the main goods on display. Now may be a good time to use some new display units in your window.

Appropriate themes for Spring can range from the "Easter bunny" and Spring lambs with soft toys, to the more sophisticated approach of a Japanese theme with fans, parasols and orange blossoms. How about yellow flowers and green foliage with large "bumble-bees" for decoration, or white latticework with ivy, vases and sculptures?

Why not fix your Spring decor to the window itself to form a frame through which to view your product display, using blossoms, leaves, butterflies and birds. Make use of interesting textured surfaces for the walls and floor of your window to add sparkle to your merchandise.

## The customer's choice

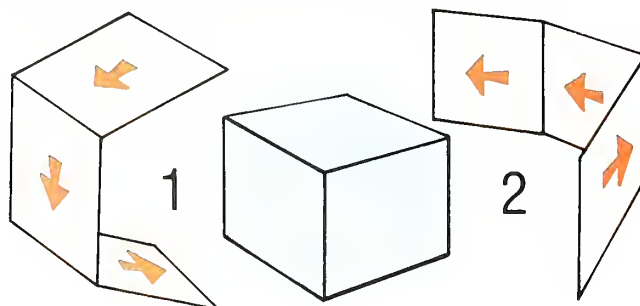
Your window must be eye-catching and enticing. Remember: your customers have a choice. The job of your window display is to persuade them to use your particular pharmacy for their purchases.

Always keep in mind the basics of effective window display — careful arrangement, bright lighting, good colour and texture — and where possible use some animation. A neat, clean looking presentation is all important in attracting attention to your window and creating a preference for the products you are offering for sale.

Try to give your window a professional finish. Here are a few tips to make your job easier.

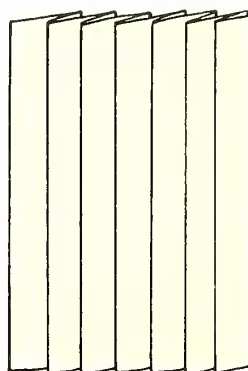
## Covering techniques

First measure the area of walls and floor space within the window, then choose your material. Felt and PVC can be stretched, while other materials such as satin, suede and cotton should have less tension.

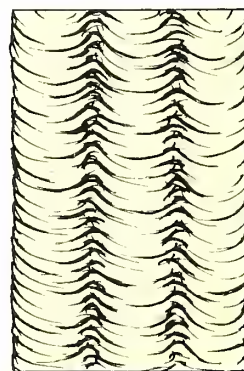


*Above: A simple method of covering a box or cube using two separate strips of material.*

*Below: Pleating and ruching effects with soft material on a wall or panel*



**Pleating**



**Ruching**

Matching tape or ribbon is needed for edging to conceal the fixing.

You can use a staple gun (6mm staples are average) to staple most surfaces, but you will need panel pins and a hammer to fix materials to plaster or cement. Buy a pair of good quality fabric scissors for cutting material.

Allow a little extra material all round to overlap the area to be covered. When covering a wall start at the top edge, stretch material across and staple. Then stretch and staple down one side, stretch and staple the opposite side and finally stretch and staple the bottom edge to the floor.

When covering the floor, begin with the edge closest to the wall and continue to stretch and staple the material around the edge of the floor until completely covered. Finally, cover the staples with the tape or ribbon for a smart finish.

**Boxes and cubes** Use the same method of stretch and staple to fix material to cubes. You will find it easier to use two strips of material instead of trying to do the whole job with one piece (see diagram). Finish off with matching tape if staples are showing badly.

**Soft covering** To create a good pleated or ruched finish in soft fabrics you will need double the amount of material to cover the

same wall area. You can get a pleating effect by attaching the material to the wall with strong double-sided adhesive tape, Velcro pads, or pins. Start at the top edge and create pleating by folding the material back on itself every 2 or 3in depending on the width of the wall. Finish off the same way at the floor edge.

For ruching, use the length of the material, starting at the top edge. Lift and pin one area of material to another working across lifting and pinning at intervals and finally fixing the bottom edge to the floor. **Sky hooks** Hanging props with nylon thread needs care and this is how you do it. Clear nylon thread (or angler's fishing line) can be used to attach a variety of items. Many modern stores have false ceilings divided by metal bars which hold the tiles in place. These bars can be used to attach your nylon from which you can hang your props in the exact position you require. Alternatively you can use specially designed hooks from display suppliers, or your own hooks made from large paper clips.

This year make your window transform the "rustle of Spring" into the rustle of sales in the till.

*Beverly Fuller runs her own display design business and is currently a part-time lecturer at Uxbridge College, Middlesex*



# Win Algarve week with Seven Seas



The winner of this Seven Seas competition is offered a fabulous week for two staying in the 17th century village of Monchique, located near the mineral springs in the Algarve, Portugal.

The runner-up will win two luxurious nights for themselves and their partner at the five star Bath Spa Hotel, Bath, the centre of Britain's mineral springs, where Seven Seas are launching a charity drive to help fund the Royal National Institute for Rheumatic Diseases, Bath.

All you have to do is read the article below and then answer the questions about Seven Seas Pure Cod Liver Oil and the new High Strength capsules.

Seven Seas Pure Cod Liver Oil is the UK's fastest growing and leading over-the-counter medicine. The health giving properties of cod liver oil have been known for over 300 years. Today, research continues into the many known benefits of this pure and natural oil.

Cod liver oil is a natural source of vitamins and important polyunsaturated fatty acids which have essential roles in the body. No other vitamin supplement supplies this unique natural combination of health giving properties.

The new Seven Seas High Strength capsule is a licensed medicine for the relief of joint pains and stiffness. It comes in convenient calendar bubble packs of one and two months supply (30s and 60s).

Apart from relieving joint pains and stiffness, Seven Seas licensed Pure Cod Liver Oil is also important in maintaining general health.

The most simple and convenient health food supplement is the Seven Seas One-A-Day Cod Liver Oil, which provides the full recommended daily amount (RDA) of vitamins A and D required for healthy hair, skin and nails.

All entrants will receive a handy Seven Seas product table showing the comprehensive Seven Seas Pure Cod Liver Oil range which will help you offer the consumer five varieties of cod liver oil — liquid, Orange Syrup, High Strength capsules, traditional capsules and One-A-Day capsules — for different conditions.

SEVEN SEAS PURE COD LIVER OIL	COD LIVER OIL LIQUID	ORANGE SYRUP	HIGH STRENGTH CAPSULES	TRADITIONAL CAPSULES	ONE-A-DAY
INFORMATION CHART	2 x 5 ml 2000 IU ONCE-A-DAY	1 x 5 ml 2000 IU ONCE-A-DAY	1 CAPSULE ONCE-A-DAY	6 CAPSULES 20 TIMES A DAY	2 CAPSULES ONCE-A-DAY
RECOMMENDED CAN BE USED					
JOINT PAINS - REGULAR	✓	✓	✓	✓	✓
STIFFNESS - OCCASIONAL	✓	✓	✓	✓	✓
MINOR JOINT PAINS	✓	✓	✓	✓	✓
COUGHS & COLDS	✓	✓	✓	✓	✓
GENERAL HEALTH PROTECTION	✓	✓	✓	✓	✓
STRONG BONES & TEETH	✓	✓	✓	✓	✓
HEALTHY HAIR, SKIN & NAIL	✓	✓	✓	✓	✓

SEVEN SEAS PURE COD LIVER OIL

## Rules

1. Competition is open to pharmacy assistants only. 2. All entries become the property of Seven Seas Healthcare. 3. The closing date is April 15 1991. 4. Entries received after this date will not be accepted. 5. All entries will be examined by the judges. The judges decision is final and no correspondence will be entered into. Winners will be informed personally in May 1991. 6. The competition is not open to employees of Seven Seas or Benn Retail Publications. 7. Holidays must be taken by December 1991 and are subject to availability. The week entitles the winner and partner to a six-night stay in Monchique, Algarve, Portugal at the Hotel Monsieus, and includes hotel accommodation and breakfast, return flights from Gatwick, London and car hire in Portugal but not petrol. Runner-up and a partner are entitled to two nights at the Bath Spa Hotel including breakfast and evening meals and free use of health and leisure spa.

## ENTRY FORM

- Q What is the UK's fastest growing and leading OTC medicine?  
.....
- Q What is the new Seven Seas Pure Cod Liver Oil capsule for joint pain and stiffness called?  
.....
- Q What is the most simple and convenient Seven Seas cod liver oil health food supplement which can help maintain the health of skin, nails and hair?  
.....
- Q How many varieties of Seven Seas Pure Cod Liver Oil can you offer consumers?  
.....

In less than twenty words complete the following sentence: I recommend Seven Seas Pure Cod Liver Oil because

Name/position: .....

Pharmacy address: .....

..... Daytime phone no.: .....

Post your complete entry form to: Seven Seas Counterstaff Competition, Over The Counter, Chemist & Druggist, Benn Retail Publications Ltd, Sovereign Way, Tonbridge, Kent TN9 1RW



# Smooth operator

BEAUTY BASICS







Remember, smooth skin is a girl's best friend. To keep her skin feeling the smooth it needs, give her a good skin care routine. For a complete guide to skin care, consult our skin care guide to skin care. Visit us at [www.1000beautytips.com](http://www.1000beautytips.com) for more tips.

There was a time when the razor was a girl's best friend and removing unwanted hair involved a liberal application of soap and water and a quick flick with a blunt blade. Nowadays, hair removal is far more sophisticated and the choice of method couldn't be wider. It's your job to help customers fit hair removal into their normal beauty routine without hassle, so that going bare is as easy as applying a night cream.

There are several basic methods of hair removal, so make sure you find out exactly which area a customer wants to attack before you recommend a product. Use our table as a quick guide.

With these guidelines at your fingertips you should be able to turn your customers into real smoothies with the minimum of fuss, showing them that being fuzz-free is easy!

### Shaving

**Advantages:** Shaving is probably the quickest and still the most popular method of hair removal. Nowadays wet shaving is easy, with special razors and shaving foam designed with female skin in mind. It's convenient and can be done in the bath or shower without much extra effort. And it's painless!

**Disadvantages:** Hair grows back quickly and regrowth tends to be stubbly and rough.

**How:** There are two methods: wet shaving with a normal razor and dry shaving with a battery operated shaver.

Customers choosing to wet shave should use a shaving foam designed for female shaving, containing moisturisers to condition the skin. Shave in the direction of the hair growth to avoid ingrowing hairs. Rinse afterwards with cold water and pat dry with a clean towel.

Customers who dry shave should apply talc before and a liberal amount of body lotion after to stop skin drying out.

### Tweezing

**Advantages:** Tweezing involves plucking stray hairs from the body and eyebrows. Its main advantage is simplicity. It's also very convenient and takes little time.

**Disadvantages:** It hurts! Plucking eyebrows can make your eyes water, and inevitably the surrounding skin becomes red and slightly inflamed for some time afterwards, so don't plan to go out just after a tweezer attack!

**How:** Plucking hairs is a lot easier if the pores are opened slightly first. Hold a warm flannel over the area for a few seconds to relax the pores. Pluck hairs out in the direction they grow. Eyebrows should always be plucked from underneath. Smooth over toner after plucking to close pores and avoid infection.

Warn customers against drastically altering the shape of their eyebrows or they could end up stuck with a very surprised expression!



## Waxing

**Advantages:** Waxing involves pulling out whole areas of hair by the roots. Hair takes longer to grow back and regrowth on the whole tends to be softer.

**Disadvantages:** Like ripping off a plaster, waxing hurts! Customers need to be brave to try this method and it can be quite tricky to do at home. Hair has to be fairly long to be waxed, which will mean embarrassing hairy legs in the weeks before. However, waxing fans would argue that it's worth it!

**How:** There are three kinds of wax, hot, cold and strip. Hot wax is applied in patches and left to cool for a few seconds before being ripped off. Not only are hair roots removed, but the top layers of dead skin cells come away too. Experts say the warmth of the wax loosens the hair follicles allowing hair to be removed from the deepest point.

After applying cool wax to the skin, gauze strips are pressed down firmly on top and then ripped off, along with the unwanted hair. Cool wax tends to be slightly gentler than hot wax, but is not particularly effective on coarse hair.

Wax coated strips should be pressed onto the skin and ripped off quickly, probably the easiest and least messy method for home use. A liberal application of talc beforehand can help ease pain and limit irritation. Warn customers not to bathe or shower for 24 hours afterwards as it will irritate the skin. But liberal use of unperfumed body lotion will soothe and help prevent dry out.

## Bleaching

**Advantages:** Bleaching is perfect for the soft hairs on the face or forearms as it lightens them without removal. It is totally painless and root colour tends to come in very slowly so it does not have to be repeated too often. It is a particularly good method for Summer.

**Disadvantages:** Bleaching can be messy and time-consuming. Allergic reactions are relatively common.

**How:** Steer customers towards the ready-prepared bleaches on your shelves. Urge them to do a patch test first to make sure they are not allergic to the product. If a reaction occurs, rinse immediately with cold water. Instructions vary from product to product and must be followed to the letter. Following a bleach, customers should avoid moisturisers for 24 hours to give skin time to recuperate.

## Lotions and creams

**Advantages:** It is easy to cover a large area with cream or lotion and the products don't smell nearly as bad as they used to. Regrowth takes four to seven days. There are lots of products to choose from, with newer luxury ranges offering added benefits in after use skin smoothness.

**Disadvantages:** A somewhat messy and time-consuming method which can't be applied quickly before a night out.

**How:** As with bleach, customers using creams or lotions should always do a patch test first to check for any allergic reactions. If the skin burns, rinse off with cold water without delay. Find out which area a customer wishes to treat before recommending a range. A cream for the face is far gentler than one for the bikini line.

Cover the whole area with the cream, lotion or mousse. After a given time, the hair is dissolved by thioglycollate (the smelly ingredient!). Customers should avoid perfumed products (ie deodorants) for at least 24 hours afterwards.

## Epilators

**Advantages:** Quick, no mess. Hair tends to stay away.

**Disadvantages:** Most people say epilators hurt, however manufacturers are adamant that you get used to it!

**How:** Epilady was the first of the epilators which have appeared over the last couple of years. They rely on variously rotating heads, spirals, plastic wheels or rubber pads which spin around against each other gripping the hairs and pulling them out by the roots. Regrowth takes up to six weeks (see panel).

## Electrolysis

**Advantages:** Electrolysis is the only permanent method of hair removal and although treatment can take some time, the results are usually worth the wait. Carried out in a salon by a qualified electrolysisist, it is quick and relatively painless.

**Disadvantages:** Electrolysis can be slightly uncomfortable and the more sensitive the skin, the greater the discomfort. It can result initially in red raised lumps, but these disappear after an hour or so. Although electrolysis is not painful, it does produce a warm tingling as the current passes into the hair follicle.

**How:** Electrolysis involves the insertion of a fine needle into the hair follicles one at a time, killing the roots. The hair is then

removed with a pair of tweezers. After a few weeks the hair grows back, but each regrowth is finer. Eventually the hair disappears altogether.

The process can take up to two years to complete, but it is a permanent solution to unwanted hair. Electrolysis needs to be performed with great care, because if it is done incorrectly it can result in infection or even scarring.

Are to be treated	Best method of removal
Eyebrows	Tweezing
Underarms	Waxing, shaving, depilatory creams
Forearms	Bleaching
Moustache	Waxing, beaching, depilatory creams, electrolysis
Nipples	Tweezing, electrolysis
Bikini line	Waxing, depilatory creams
Legs	Waxing, shaving, epilators, depilatory creams

## An electrical success story

Epilators for removing hair from the legs are virtually the only growth area in the small electricals market, up 40 per cent in 1990. And as the natural selling point for hair removal products, pharmacy has gained a welcome boost from these added electrical sales.

Given the number of epilators on the market, you may be forgiven for thinking they have been around for years. In fact, Epilady, now marketed by Babylliss, first arrived in the UK from France as recently as 1987.

Epilady, which Babylliss say retains market leadership, has a tight metal spiral which rotates, gripping the hair and plucking it out by the root. More recently, Babylliss have moved Epilady on, with the smaller and lighter Epilady Compact offering two speed settings.

Assistants can remind users that for the best results, Epilady should be used on small areas at a time, using brisk, circular movements; holding the skin taut will help too. With most epilators, customers should be warned to expect to feel a little discomfort at first, but this will improve with regular use.

The Lady Remington Smooth & Silky removes hairs by catching them between rollers. A built-in light illuminates and highlights the hairs, a magnifying lens helps spot target hairs and a brush raises

stubborn hair into position for removal. Remington's after epilation gel, containing aloe and glycerin, tightens pores and soothes skin after any form of hair removal.

Braun's Silk Epil epilator features rotating discs that open and close to act like tweezers, producing a 'multi-tweezer' action to remove even short hair from the roots.

Carmen's Emjoi, which uses a series of rotating heads for its epilatory action, has three separate heads: for long hair on legs and forearms (over 1.5mm); for the bikini line; and for short hair on legs and forearms (minimum 0.5mm). It uses high speed for the first two heads and low speed for the third. It also includes a body gel dispenser for Emjoi concentrated moisturiser.

The latest company to launch an epilator is Tefal. Caresse is designed around a system of protective plastic discs which are claimed to make it gentler than other systems. The discs hold the skin taut and protects it from the hair plucking action of the metal blades.

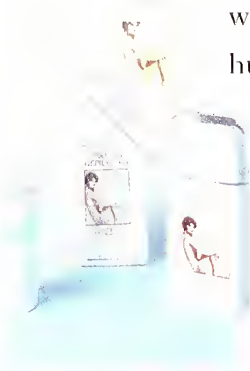
Inverness, who produce a wide range of hair removal products, also market a home electrolysis kit under their One Touch marque. The battery operated unit comprises hand-held non skin-piercing stylet tips and adjustable comfort control dial, with computerised location of hair roots.



A nice touch from UniChem.  
Extra value on One Touch.



One Touch is the most innovative roll-on depilatory product of recent years. And, needless to say, it's UniChem who are the sole UK distributor for this hugely successful US brand. But even better news awaits.

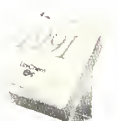


From 22nd March to May 31st, we're offering you an exceptional deal on One Touch. A deal which you can pass on to your customers. For this period, Regular, Sensitive, Bikini, Strip wax and cream, are subject to a 20% discount off normal RSP, on these specially banded twin packs.

If your own wholesaler isn't participating, simply contact us direct. For go-ahead pharmacists, UniChem are delighted to be a soft touch.



HELPING YOU BUILD YOUR BUSINESS THROUGHOUT THE YEAR.



UniChem plc, UniChem House, Cox Lane, Chessington, Surrey KT9 1SN Tel 081 391 2323



## SHOWCASE



### Activ Balance two-in-one

Revlon are entering the one-step shampoo and conditioner arena with the Activ Balance range in three formulas — extra care, extra body, and frequent use in 200ml bottles (£1.69) — for damaged, fine, and all hair types.

Activ Balance is pH-balanced with a fresh, herbal fragrance and contains natural ingredients such as lecithin, resin, honey, lemon, wheat germ oil and herbs. Push button dispensers are a feature of the pearlescent, ivory bottles. A £2.5m TV campaign starts in April. Revlon International. Tel: 081-568 4466.

### Lady Jayne goes Chintz

The latest range of hairbrushes from Laughtons come in twelve colours.

Chintz includes rubber-cushioned brushes, small and large radials, and small vent designs. All have "Supergrip" handles. There is a display unit and showcard for point-of-sale. Laughton & Sons. Tel: 021-474 5201.



### New look Stoppers

Stoppers now come in a slim-line pack featuring new graphics and bright colours with smoke swirls and the "No smoking" logo. The 30-lozenge packs come in display outers of 24 and have been launched in time for National No Smoking Day on March 13. An advertising campaign begins in March. Charwell Pharmaceuticals. Tel: 0420 84801.



### A timely Resolution for National No Smoking Day

With National No Smoking Day just around the corner, Resolution, from Phoenix Pharmaceuticals, distributed by Ernest Jackson, is a timely addition to the ranks of anti-smoking products. Resolution are tobacco substitute lozenges, each containing 0.5mg nicotine, the substance which gives the "buzz" of cigarettes. They also contain trace amounts of vitamins A and E and 3mg vitamin C.

Lozenges should be dissolved in the mouth instead of smoking, then consumption reduced as required. The "clean fresh tasting" lozenges are blister packed in a green and blue carton (24 £2.19). Ernest Jackson. Tel: 03632 2251.

### Bergasol treat beach fans to new look range

Improved formulations, new look packs, and a simplified, streamlined range are the USPs (unique selling points) of Bergasol's 1991 suntan package.

Chefaro have launched nine tanning products for four skin types with factors ranging from 2-8, and in a choice of oils, creams and lotions. The intensive sun products include a factor 10, a total block, and a protection lip stick; three hair care products, an aftersun sooother and a moisturiser complete the range.

Dual filters screen against UVA and UVB rays with vitamin levels of A and E up on the previous formulation. Prices are from £2.55 to £8.25. Support includes a £750,000 Press campaign and a full range of POS material.

Chefaro Proprietaries. Tel: 0223 420956.





## Tura — a black beauty

Tura hypo-allergenic cosmetics are for dark skins with prices ranging from **£2 to £6**. Packs are midnight blue with a silver trademark.

The range features bold colours, an oil-free foundation, blushers and eye shadows with applicators and mirror, lip and eye pencils, eye shadow trios, and pressed powder compacts. Support includes three display units, posters, promotions, and Press and radio advertising. Tura International. Tel: 071-377 5000.



## Color Set relaunched

Younger users are the target of Wella's relaunched Color Set temporary colour setting lotions. There are new graphics and shades including three beiges — oyster, cool and warm — all of which are suitable for use on white or lightened hair. The taller packs are in 40ml, **£0.79** (ten colours) and 100ml, **£1.29** (seven colours) sizes packed in marbled cream display trays. Wella Great Britain. Tel: 0256 20202.



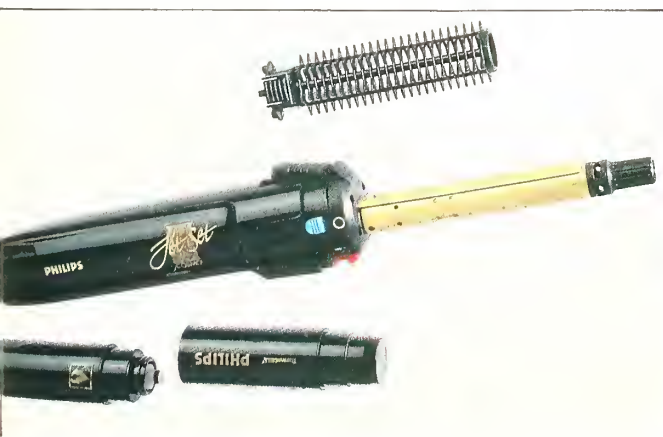
## A high strength CLO

A high strength variant of their cod liver oil capsules has been launched by Seven Seas and is targeted for the relief of joint pains and stiffness.

Packs are 30s and 60s (**£2.59** and **£3.99**) for one or two months. Support includes giant display packs, showcards, and national television and magazine advertising as well as consumer offers and a charity event for arthritis sufferers. Seven Seas Health Care. Tel: 0482 75234.

## Tighter curls by Philips

Philips have developed a gas-powered curling appliance with the slimmest barrel on the market. The Microcurl **£17.99** gives tight, long-lasting curls on short to medium length hair, say Philips, and is one of two products — the other is a combination electric brush/tong **£7.99** — added to the range to meet the increasing demand for professional type products. Philips DAP. Tel: 081-689 2166.



## Panadol Junior revamp with new graphics

Panadol Junior packs have been revamped designed to bring them into line with the rest of the range.

In a quality varnish finish, they feature its name in a pale blue roundel on a deep blue ground that carries the corporate Sterling Health logo to declare Panadol Junior's parentage. A display stand for the whole range is available. Sterling Health. Tel: 0483 65599.



## Unichem come out with their shades

Twelve sunglass styles swell the Unichem own-brand portfolio as the company aims to add brand loyalty in a shady market. The sunspecs feature metal and plastic frames, lenses complying with BS2724 and classic and fashion styles in mens', ladies', and unisex models. Prices range from **£4.99 to £9.99**. Pre-packs contain six pairs of glasses in each of the twelve styles with a free, 36-piece display stand. Unichem. Tel: 081-391 2323.



# The healthy way to have 3 hearty meals a day.



Garlic for breakfast. Garlic for lunch. Garlic for dinner.

## Heart maintenance

Enjoying a long and active life depends on keeping the heart and circulation healthy.

Happily, research is now showing us a number of ways in which we could really help ourselves:

1. Eat less fat - more fibre
2. Take more exercise
3. Stop smoking and...
4. Start taking garlic

## Why garlic?

We now know that it is important for the health of the heart that we maintain our blood fats and cholesterol at the correct levels.

Recent scientific studies suggest that taking garlic regularly could help us keep these levels normal.

## Nature's little joke

The best garlic for you (but not for your breath) is raw garlic. It provides a substance called allicin which has important benefits but is also very smelly. You can't have one without the other.

Unfortunately garlic oil products use boiled garlic and contain little or no allicin. So what can you do?

## Kwai Garlic

Kwai guarantees a high amount of natural allicin producing substances in every little easily swallowed tablet of concentrated garlic.

The richest source of allicin is organically grown Chinese garlic. Kwai always selects the highest grade, whole Chinese garlic cloves from the same fertile province. Then they are carefully dried in a special process which just takes out water and nothing else. So Kwai is the nearest thing to raw, fresh garlic; in a convenient tablet form. Unlike garlic oil capsules, Kwai contains no gelatine and no vegetable oil.

## £6 million heart research

Like you, Kwai cares about your health and has so far invested over £6 million in research studies to confirm what has been suspected for centuries - that garlic could help keep the heart healthy. No other company has. Kwai is unique.

## Three times a day

Research has shown that it's best to spread your intake of garlic across the day. Taking it once a day, even a large amount, seems in some important ways to lose its effectiveness after a short time. And not taking Kwai's concen-



Try the Kwai kiss test.

trated garlic all at once, helps to make sure it doesn't make you smell.

So just take two tablets with each meal and stay fragrant.

## Odour controlled

If Kwai is so potent, why can't you smell it or taste it? (25% of current users were recommended Kwai by their friends!)

This is because Kwai doesn't produce its allicin until the special coating dissolves in your digestive system.

## No.1 in Europe

Kwai is now Europe's No.1 non-prescription health brand and over 1 million people use it every day. Kwai is the ideal way to take garlic which could help maintain a healthy heart and circulation. That's why nine out of ten people who try Kwai, stay with Kwai.

Kwai is available throughout Great Britain from Boots, Superdrug and other chemists.

## New to Boots

Selected Boots stores are now stocking the 200 tablet economy pack.



# Kwai®

Highly Concentrated Garlic Tablets.  
The Spice of Life!



## Pacifier heads up Tommee Tippee boost for '91

The Tommee Tippee baby pacifier, available in four colour combinations £0.79, has a symmetrical latex teat to ensure it is always accepted by baby in the correct position, with vent holes in the polypropylene shield to prevent saliva air bubbles and a grip replacing the traditional handle.

Also new are suction base rattles featuring aeroplanes and butterflies £4.99, a four panda musical mobile £13.99 and three new hand-held rattles £1.29-1.99.

Jackel International. Tel: 091-250 1864



## MP24 gets specific

Elancyl MP24 Specific is the latest offering from Pierre Fabre and is designed for "stubborn cellulite", complementing the existing toning products in the range.

It contains acefinol and other mateine derivatives, ivy and vitamin E, and is for problem areas such as the back of the upper arms, navel, neck and shoulders. The 75ml pump dispenser sells for £22.70 - there is POS and support commences in May with a women's Press campaign.

Pierre Fabre. Tel: 0865 742525.

## Jordan Le Brush-offer

Lifestyle toothbrushes are here with Jordan's latest range - Le Brush (£1.49). Targeted at the "confetti generation" there are 12 different designs on the handles which are flat and straight and capped by a small, tapered head of soft and medium bristles. A reusable, clear pack reveals all, and contains a pack insert with oral hygiene tips.

The designs will be renewed regularly, and initial support includes POS material and a toilet bag offer.

Chemist Brokers. Tel: 0705 219900.



# BY VERITY

Verity is a real-life pharmacy assistant working full-time in a pharmacy somewhere in the UK, writing about her job as she sees it.



As many businesses slithered to a halt during the recent snowy weather many in retail pharmacy, including us, battled on. Situated as we are, within commuting distance of a large city, a large proportion of our "locals" had a few extra days off. This made life extremely chaotic for us though, as they trudged in, soaking the carpet with their wet wellies, to stock up with medicines to guard against chills and many to buy film to capture the snowy scenes not seen in our area for several years. This pleased the boss, however, as OTC trade had been pretty slow towards the latter part of January.

As well as being extra busy with sales, we were also endeavouring to collect repeat scripts and take request slips to local surgeries. I understand this practice, often carried out by pharmacy assistants, is to be actively encouraged and, yes, it's a good thing for business and patient alike. However, it was hard to show sympathy to some of our customers who could not understand why we didn't make as many of these trips as usual, yet the surgery we get most scripts from is a mile's drive away —

uphill too. Maybe next time we get such a snowfall they'll be a bit more "patient" with us!

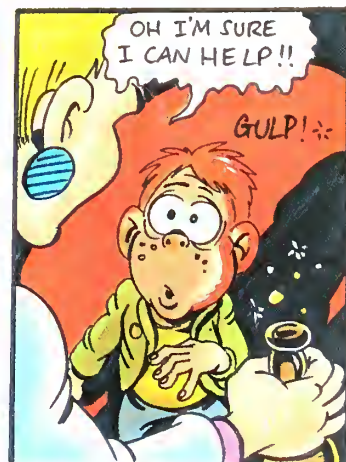
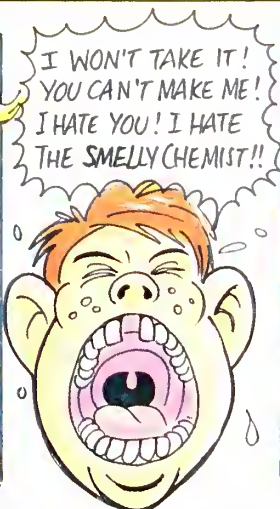
In these conditions, it's been nice to start receiving some Spring promotions. At least they look cheerful and with them comes the thought of actually finishing work

in the daylight hours, and starting work in the morning in a shop that doesn't feel like an 'ice-box' first thing.

As Spring cleaning time comes around and the cobwebs get brushed away, it's strange to see there has been little sign locally of any impending NPA Medicines Counter Assistant training course. Perhaps there's a lack of enthusiasm by assistants themselves, or maybe by employers, or more likely a combination of both. I know that the NPA supplement in which it's been featured regularly is rarely passed on to some of our staff, but this magazine has drawn attention to it on a number of occasions. Spring could well be a time to start afresh, so if you are keen, try to find out more. I'll be doing my bit to get things started here! (News of luckier assistants who've completed the course can be found on p10. Editor)

## MEANWHILE...

by Andy





# Would you recommend a No.2 painkiller to your No.1 customer?



**N**umerous clinical studies have settled the issue:

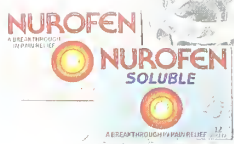
Nurofen is one of the most effective analgesics you can recommend for pain. Even your own.

Nurofen (ibuprofen) is more effective than aspirin or paracetamol in relieving headaches, dental pain, period pain, flu symptoms, — in short, most common indications. And, unlike paracetamol and codeine, Nurofen is anti-inflammatory.

This efficacy is accompanied by an equally good safety record. In overdose, Nurofen is safer than either aspirin or paracetamol and has been shown in clinical trials to have a better tolerability profile than aspirin in normal doses.

Also, Nurofen is rapidly excreted and is less likely than aspirin to have an adverse effect on the gastrointestinal tract.

So it's no wonder that Nurofen, supported by a £5 million TV campaign, appeals to more and more people. We hope you recommend it. Because, when you really compare Nurofen to any other analgesic, we think you will come to the inevitable conclusion. There's no comparison.



## We invite comparison